

## Quotes, Ideas and Stories on Customer Service

" There is only one boss. The Customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else"

Sam Walton, Wal-Mart

"When a customer enters my store, forget me. The customer is king."

John Wanamaker

### The Ten Commandments of Good Business

Customers are:

1. The most important people in any business.
2. Not dependent on us - we are dependent on them.
3. Not interruptions of our work - they are the purpose of it.
4. Doing us favors when they call - we are not doing them favors by serving them.
5. Part of our business - not outsiders.
6. Not cold statistics - they are human beings with feelings and emotions like our own.
7. Not someone with whom to match wits.
8. People who bring us their wants - it is our job to fill those wants.
9. Deserving of the most courteous and attentive treatment we can give them.
10. The lifeblood of your business.

USA Today ran a story about a bank manager in Spokane, Washington and a customer, John Barrier. Dressed in work clothes and covered with dirt he cashed a check for \$100 and tried to get his \$.60 parking ticket validated. The teller told him that he would have to make a transaction. He informed her that he was a substantial depositor and would like to see the manager. He retold the story while the manager and teller looked at his appearance without really listening to him. The manager refused to stamp the ticket. Barrier promptly withdrew his nearly \$2 million deposit. The lesson: "Don't judge the customer by appearance, things are not always what they seem"

In 1981 Jan Carlzon became president of Scandinavian Airlines and in one year led it from a \$17 million loss to a \$54 million profit. He did it by focusing on the customer. He said that the airline had 50,000 moments of truth every day, every time an employee came in contact with a customer. Make each moment positive and customer focused and the success will follow.

To help the employees that did not have direct contact with the customer understand the importance of customer service, he would say "if you're not serving a customer, you better be serving someone who is serving a customer."

If you ever visit "Stew Leonard's Store", you encounter a huge rock placed conspicuously at the entrance. It's impossible to miss. The rock is engraved with just two rules for customer service.

1. The customer is always right.
2. If the customer is ever wrong, reread rule number 1.

Simple, but a powerful reminder of the importance of the customer. How do we communicate the importance of the customer? Smile with your face and your voice, maintain eye contact, work at listening, use customer's name, wear your name tag, and remember who signs your paycheck, "The Customer"!