Bad service nullifies advertising

John Tschohl • Today’s Restaurant Contributor

The American Management Association found that successful companies spend about 20 percent more money on personnel, including on personnel training, than unsuccessful companies do. The finding held true for companies of all sizes in every industry.

All your company’s promotion, advertising, marketing, and goodwill can be ruined by one rude or indifferent employee. Money spent on advertising is largely wasted when customers show up or call in response to it and are turned off by employees with a lack of manners, long waits on the phone, or lack of knowledge of the product to name a few.

Richard Israel, retailing consultant, found that much of a huge advertising investment by a major furniture chain evaporated at the moment a customer entered a store and walked smack into salespeople with inexcusable behavior.

“If the whole purpose of advertising,” says Israel, “is to get the customer to come in the front door. After that, advertising can’t do anything more for you. It’s up to the people in the store to take over during the last four feet.”

No! Employees do not arrive on the job with a full-blown set of service skills. Most companies believe they are awesome at customer service. They tend to assume that employees know from birth what to do for customers during these last four feet.

I believe that companies should allot a portion of their ad budgets to development of learning programs for employees in order to reinforce advertising with customer service knowledge and skill. Advertising brings customers in the door, all right; but, bad customer service sends them right back out the door again. When your organization becomes more human, more remarkable, faster than competitors your opinions matter.

“I am an advocate for the customer,” says John Tschohl, “who is the customer.”

The Key to Customer Satisfaction

Listen and solve customer problems fast…dramatically shorten the time it takes to complete any task for customers and co-workers.

Give customers your opinion, not one read off a piece of paper…they don’t want to hear scripted words or one-size-fits-all solutions. They want to hear from a person empowered to make decisions on their behalf.

Customer service knowledge and skill is the difference between a company that is perceived as good and one that is perceived as great. It’s the difference between a company that is perceived positively with customers, and on helping them solve their problems.

Employees are proud to work for a company with a president and senior managers who support the need for good service and prove it by providing on-going training. They are proud to work for a company that creates a great working environment and empowers employees to do what’s right for customers.

It’s about communication. If you are going to have a chance to win customer satisfaction you need to know what the customer thinks—your customer. The American management Association found in a survey that “high-growth companies” stay in touch with their markets and willingly spend the money to do so. They know their customers and they keep their knowledge fresh. They learn things that you cannot learn any other way:

- They learn whether they’re satisfied.
- They learn what they bought and what they didn’t buy and why.
- They learn what they came in expecting to buy and in pay.
- They learn preferences and how they are changing over time.
- They communicate this information to every single employee.

John Tschohl is a professional speaker, trainer, and consultant. He is the President and Founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John’s monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.

Sustainable Sippers™

Earth’s Favorite Straws™

Premium quality, 4-layer Paper Straws for the restaurant industry

Made from FSC paper and 100% biodegradable and compostable.
Helps you educate your customers to reduce your straw consumption.
5% of our profits are donated to Gumbo Limbo Nature Center for sea turtle rehabilitation.
Custom orders available.

We are here to meet your restaurant and bar paper straw needs!

Request a sample or set up your order online now at:
www.sustainablesippers.com
Sustainable Products, Pompano Beach, Florida

Protect Your Company’s Bottom Line with a New…

Digital Video System

AVIGILON

Built with precision and excellence!

AUTHORIZED DEALER

Stop Employee Theft
Upgrade Employee Efficiency
Deter Armed Robbery
Internet Access Worldwide
Stop False Insurance Claims
Affordable Lease Programs
P.O.S. Interface and Audio Options Available
Installation, Service & Warranty

CALL NOW FOR A CONFIDENTIAL CCTV SECURITY SITE SURVEY!