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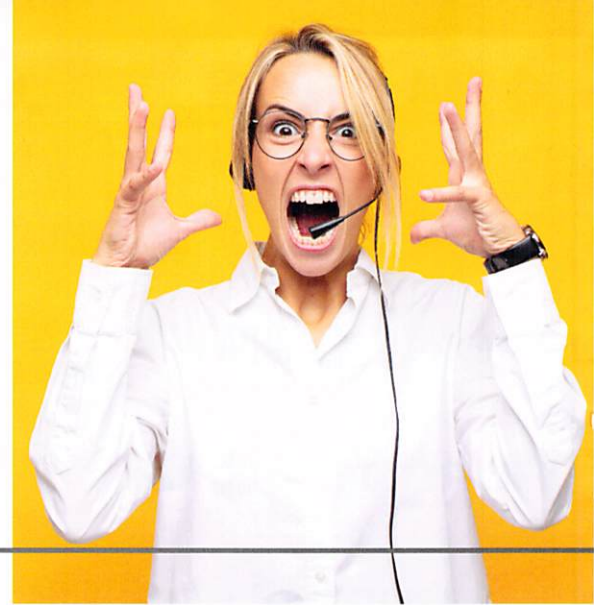
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# MAKE IT EASY FOR SOMEONE TO DO BUSINESS WITH YOU

by John Tschohl



## Customer service is not very hard. I think very few firms really try.

There are four doors you need to use.

### Door One

Your physical location. This is the most expensive. Your business needs to have hours convenient to the customer. Few firms do. Most banks are open hours and days convenient to the owner of the business. We call this “banker hours.” There are many people who prefer to go to a place of business and see people face to face. If your employees are rude and indifferent, it is the kiss of death. Most employees have never been trained on customer service. Very few are good at it. Too many firms do not care about who they hire.

### Door Two

Your website. It should run 24 hours a day, 7 days a week. The problem is often something does not work. The system has to be flawless. Your competition is seconds away. Price is very important. Who can they call when there is a technical problem on your website that prevents the customer from buying? Is your call center staffed 24/7, like Amazon.com and Chewy.com?

### Door Three

Your call center, which should be 24/7 if you have more than 100 employees. Customers want answers fast. They like to pick up a phone and talk to someone. RCI, the largest time share management company in the world, is not open on Sundays. I still cannot figure this one out. When do people look for personal vacations. Sunday or weekdays? Young people age 18–28 prefer to figure it out on their own. What about the rest of the population? Who owns time shares? Older or younger people?

### Door Four

Online email support. In December, I was trying to rent a car for 5 days for my trip to Vail, Colorado. The phone number did not work for the car rental firm. The reservation was for the wrong city and state. When I looked at their email saying I abandoned my reservation, I sent an email (no other way to communicate). The response was: “Your question has been received. Your feedback, questions and concerns are important for us. We will contact you back within 7–10 business days for the future investigation.”

This is really stupid. I would be on my Christmas vacation in Vail snow skiing by then, and I was making a decision in the next 24 hours. They should have said “in the next 10–15 minutes.” NO speed. In COVID-19, I find few firms seem to want more business.

Most firms want to avoid interfacing with a customer. Many firms look at Amazon and say “WOW—no physical location, and look at their growth.” Look at the “4 Pillars of Amazon’s Success, According to CEO Jeff Bezos” to better understand why they are so successful: <https://myemail.constantcontact.com/The-4-Pillars-of-Amazon-s-Success—According-to-CEO-Jeff-Bezos.html?soid=1124597373777&aid=RHPNXLDxhMc>

My wife wanted me to call the firm we have used for years to get rid of mice in our house. They did not show up or return phone calls. I called them and left a message. At 10 a.m., they were not answering the phone. The technician rarely shows up. I believe 80% of the time in the U.S., employees lie. No service recovery. We have used them for years. They do not care. I called five firms for a rental property that has a huge mouse problem. (In Minnesota, it is cold in December and January, and mice like a warm area.) Two firms responded. It took the first firm five days to call me back. They never

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## JOHN TSCHOHL



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 more than 40 countries. John is a self-made millionaire, traveling and speaking more than 50 times each year. His new book **Relentless** is now available.

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