am in the process of updating one of my books and I came across a
heading that I had written in for Costco...Wow to Wow. Since day
one COSTCO has had an unwavering commitment to doing the
right thing for their members, employees, suppliers and the community.
Their strategy is to make sure its customers come back. Its
merchandisers are meticulous about their choices of product for their
customers and have set detailed standards on everything from the size
of cashews to the thread count of bed sheets.

That unbeatable value proposition on quality products and customer
service has inspired roughly 90% of Costco’s 85 million cardholders
worldwide to renew their $55 to $110 memberships each year. Wow!

For the twenty-two weeks ended January 29, 2017, the company
reported net sales of $52.26 billion, an increase of five percent from
$49.98 billion during the similar period last year. Wow!

The same holds true for Disney. Have you ever heard of Disney’s
reputation for exceptional service? Empowerment is a religion there.
Employees are thoroughly trained and then told that they have the
authority (which has been delegated to them) to do whatever is
necessary to deal with problems on the spot in order to make
customers happy.

Cast members (as front-line employees are called) do not say,
“That’s not my job, I’ll get a supervisor.” When people with problems
call a number at Disney World, the first employee who answers the
phone makes an effort—a heroic effort, if necessary—to solve the
problem. The employee does not send the caller all over the company.
The Disney philosophy is reflected in a statement that every
organization in America with a desire for customer loyalty should
mount on the boardroom wall: “Management must not only support
the front line, but it must TRUST it as well.”

Disney believes that front-line employees should be the first and the
last contact for customers. These employees and all Disney employees
are treated with respect. Wow!

Disney realizes great financial benefit for its quality service
standards. Because clients are willing to pay for helpfulness,
friendliness, cleanliness, and fun, The Walt Disney Company
attributes its enviable achievements in employee commitment and customer
service to “pixie dust”. The formula for pixie dust is not secret. It is
Training + Communication + Care = Pride. Wow!

Singapore Airlines is a paragon of service excellence among the
world’s airlines. The airline sets the quality standard for the world in
customer service. The difference with SIA is they walk their talk.
Singapore’s standout service makes for a famously pleasant journey
during which flight attendants are trained to treat customers with
extreme care and respect. Personal TVs with plenty of entertainment
options and hot towels served before take-off are just some of the
economy perks. The airline’s home base at Changi International
Airport is one of the finest facilities in the world and has been named by
Skylax as the Best Airport in the World four years in a row. Wow!

Stew Leonard’s is headquartered in Norwalk, Connecticut and
operates four stores: in Norwalk, Danbury, and Newington,
Connecticut and Yonkers, New York. More than 400,000 customers
a week are served by 2,000 employees. Sales are estimated at
$400+ million for all stores. The stores sell more of every item it
carries than any other store in the world and is listed in The Guinness
Book of World Records for having “the greatest sales per unit area of
any single food store in the United States”. One thing Stew always
says at the store is, “You have to make Stew’s a great place to work
before you can make it a great place to shop!” The company’s culture
is built around an acronym for S.T.E.W.: Satisfy the customer; Team
work gets it done; Excellence makes it better; WOW makes it fun.

My take on this is to:
1. Vow to treat customers like life-long partners
2. Vow to not disappoint or anger customers
3. Vow to see the business through customer eyes
4. Vow to deliver more service than you promise

Take a vow to have 100% customer service every time, every day,
always, and you’ll ‘Wow’ them every time.

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