

Ch6 | *Extreme Customer Focus*

Turning Ideas Into Action

Here are several suggestions on how you can take some of the main ideas of this chapter and begin to implement them immediately. Some of them might work perfectly for you; others will need some adjustment and customization. Read them carefully and start thinking about how you can make them work for you in your organization.

Here is a short checklist for how to create a culture of extreme customer focus.

- 1. Create a customer service vision.** Much like creating a vision statement to direct the organization, you should also create a clear and compelling “customer service vision” that describes the level of service your organization aspires to deliver.
- 2. Infuse your entire organization with the VOC.** Create strong, trusting relationships with your customers. Solicit feedback, communicate that feedback throughout the entire organization, and then be sure to take action on the feedback your customers have given you.
- 3. Become an expert on delivering superior customer service.** Find out everything you can about how to deliver great customer service. Steal the best ideas, benchmark against the top performers, share that information across your organization and make learning about and working on improving customer service a core competency of your company.
- 4. Turn every employee into a customer service champion.** Make serving the customer (both external and internal customers) the number one job of every employee in your organization. Help them with the tools, training, equipment and support they must have to deliver excellent service consistently. Reward and praise those who deliver above and beyond the call of duty, deal quickly and effectively with any employee who does not embrace the service values.
- 5. Destroy any barrier that stands in the way of delivering superior service to the customer.** Look at all systems, policies, procedures, reports and rules. Wipe out anything that creates roadblocks or frustrations in the effort to delight and amaze the customer. Stupid rules that make it hard for employees to serve superbly can kill your business.
- 6. Measure, measure, measure, measure, measure & communicate.** Create a clear, specific and extremely well-thought-out and over-communicated program for systematically collecting and quickly communicating the MOST IMPORTANT customer service delivery measurements to the people who can then act on them. Make it easy for your people to win.
- 7. Walk the talk.** Every level of the organization, starting at the very top, MUST be a living example of your service strategy. If the senior managers in your organization do not deliver excellent service to their internal customers—promptly returning phone calls, showing up on time for meetings, being well-prepared and acting professionally—there is absolutely no hope that your front-line people will deliver great service. ALL employees must demonstrate an obsession for delivering consistently superior customer service both inside and outside of the company.