

What's possible...

...in your business

Can legendary customer service deliver **LEGENDARY SUCCESS** for your business?

Our goal as a company is to have customer service that is not just the best, but legendary.'

Sam Walton , founder of Wal-Mart

You know this already - times are tough and getting tougher for business. But aren't they always?

Before you discover the 7 DON'TS of legendary service, the 6 DO'S of legendary service and the route map to legendary service...

...it pays to remember this:

- Your customers have access to more and more choice
- Your customers have higher expectations, want 'more for less,' and want it yesterday
- And if that wasn't enough your competition are getting better at providing all these things for them!

Clearly, good is no longer good enough.

The book 'Batteries Included!' provides a world-class reference for what and how to achieve service excellence (and the business success that accompanies service excellence).

The thing is, customer 'satisfaction' is no longer enough to secure customer loyalty these days. So...

What if you deliver **TOTAL SATISFACTION?**

For example: Xerox have discovered their '**totally satisfied customers are 6 times more likely to re-purchase** Xerox products than 'satisfied' customers.

The only truly loyal customers nowadays are totally satisfied customers!

So are your customers totally satisfied?!

In this book summary you'll discover how legendary customer service moves you towards 'totally satisfied', and secures the future success of your business.

Legendary customer service, at the very least, prevents unhappy customers...

"If you have an unhappy customer on the internet, he doesn't tell his six friends, he tells his 6,000 friends."

Jeff Bezos, Founder and CEO of amazon.com

Only legendary service wins hearts & minds...

Like the Lexus dealership which - in 48 hours allegedly - provided a replacement coin tray for the wrongly-installed ash-tray in a brand-new BMW!

Because of the slowness and reticence of his BMW dealership the new-owner rang round to ask other quality car-dealers how they'd respond. Lexus didn't just answer the question they took action to create a legendary customer service experience, even though they didn't make the sale!



Lexus give us a great example of behaving in a legendary way.

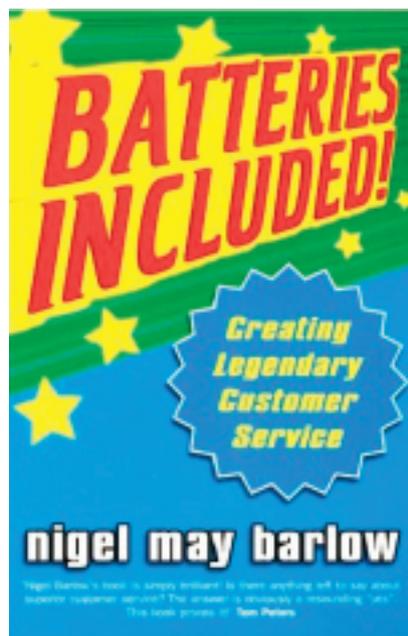
I know this is corny but it's IMPORTANT...

It's no longer good enough to simply climb into your customer's shoes.

You have to walk a mile (or more) in your customer's shoes to fully appreciate their EXPERIENCE. Only then can you SEE and FEEL how to care for them in a legendary way.

This requires huge dollops of imagination to carry off.

BEWARE: Customers see with a beginner's mind. Sellers are hampered by so much knowledge about their products, their services and their industry. Customers do not know the limitations or impossibilities that sellers see.



What's possible...

7 DON'TS of legendary customer service:

1. Don't think OK service is OK. "No worse than the rest" will never deliver service excellence and results
2. Don't focus more on product quality than the service experience
3. Don't think it's adequate to stay in business, at least for now!
4. Don't think good service is good enough
5. Don't imagine that talking about service, as a high business priority, is enough!
6. Don't think satisfying and occasionally delighting a customer is enough
7. Don't be so eager to copy what the competition is doing

QUESTION: But how do you do this?

ANSWER: Your magical moments matter...

For example a dirty drop-down drinks tray on your flight to Sydney clearly suggests the engines aren't maintained properly. Illogical? Yes. But worthy of attention.

What's your equivalent of the drop-down drinks tray? When you know what it is you can fix it and step towards creating a magical moment from a miserable moment.

NB want to read more about magical moments then look up Jan Carlson's landmark book "Moments of Truth."

Here's your route-map to legendary customer service...

Because the business world is moving so fast, **anticipating your customer needs is a vital skill.**

Only when you **anticipate customer needs** do you leave the 'same-old, same-old' behind.

Anticipating what matters to your customer – is less about your product or your service. It's more about the overall experience of buying, owning and using your product or service. Yes of course your product/service matters but so do many other less tangible, and often tiny things (like the drinks tray on the plane).

Intangibles you should be making legendary:

Speed – Quality – Empathy – Service – Smartness – Innovation – Reputation – Responsiveness – Brands – Authenticity – Care...

Feel free to identify some of your own, some even more relevant to your customers.

To help, here's...

5 mind-set tools for legendary service...

1. Teach yourself ignorance: Ask curious and even difficult or naïve questions. A bit like Columbo, the scruffy, cigar-smoking detective did in the 80's TV series.

2. Hang around more in other parts of your business, or with suppliers or customers.



Michael Dell, founder of Dell Computers claims to spend 40% of his time with customers. When asked: 'isn't that too much' he responds: 'I thought that was my job.'

When Toyota wanted to sell cars in California they sent their design engineers to live in California so they 'got' what California drivers wanted. Not surprisingly they went on to dominate sales in this 'unique' market.

3. Be a provocative customer: This means creating an environment where nobody in your business walks past examples of poor service without dealing with it. Everyone needs to behave like a provocative customer.

Alex Camera, Head of Sainsbury's, likes to ask: "Would you pay for the service you are giving to others?"

4. Swap jobs for a week: John Sculley of Apple was known for spending a day on the customer helpdesk. Even the chief of RAC mans the telephones in periods of bad weather.

5. Think like a child... Be aware of how much the groove of experience can hinder your imagination. Adopting an open and curious attitude will expand your range of possibilities.



"In the beginner's mind there are many possibilities. In the expert's mind there are few."

Suzuki Roshi

Forget stepping outside the box. CHANGE YOUR BOX...

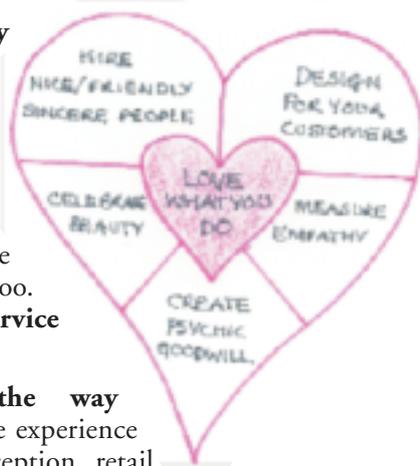
Why not redefine expectations of your industry? Not just perceptions of your company but of the whole industry.

"Treat your people like kings and queens and they will treat your customers like kings and queens"

...in your business

Why not change the way your staff are perceived?

Give your people permission not to feel inferior. Let them feel equal to your customers and they will positively change the way the customer perceives them too. And seek out your 'service heart'.



Why not change the way customers feel about the experience you offer. Does your reception, retail outlet, website shout 'yes, come in?'.

- **Focus on the potential** – deliver more than the expected by answering potential customer needs. This means delivering things the customers have not yet asked for, or even imagined, but are delighted to have offered.
- **Manage your 'moments of truth'** – List all the activities you are involved in and then categorise each.

Jan Carlson talks of 'miserable moments', 'neutral moments' and 'magical moments'. Why not neutralise your customers' miserable moments and make a few neutral ones magical?

- **It's more than just about the basics** – Yes it's true! If we don't perform the basic functions we are likely to be out of business soon. But customers take your basics for granted. Customers will only be really excited when you deliver the extras (but only extras they value).

It's OK to invent your future...

Like Sony did when they invented the Walkman and like Apple did when they invented iTunes and dominated the mp3 market. Like Amazon have invented the future again with the Kindle.

"You do not merely want to be considered the best of the best. You want to be considered one of the only ones who do what you do"

-Jerry Garcia, of the multi-million selling band The Grateful Dead

Get rid of "either/or" and think "both/and"

What do you think of this challenging statement?

"There's the tyranny of OR, and the magic of AND."

Customers tend to be BOTH/AND thinkers. Customers want a good price AND great performance, speed AND quality. Efficiency AND friendliness.

Most significantly customers want their rational minds to be satisfied and to feel there's an emotional connection too.

Motorola focused obsessively on product quality, leading to an amazing 99.9999% product reliability rating.

In the meantime Nokia and Ericsson created reliable products AND customer-loved design.

Then they in turn lost out to iPhones, Blackberries and HTC smart phones. Why? Because they provide high-quality, attractive phones AND a web-browsing experience.

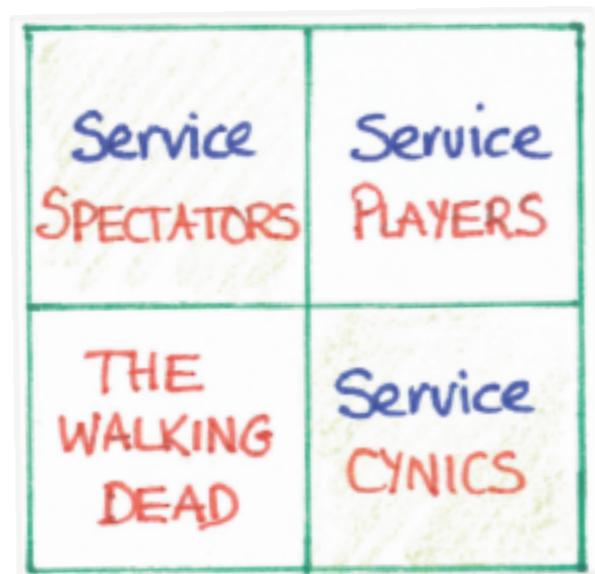
Here's your challenge:

Create great products or services AND beautiful design AND legendary customer care!

Which means you have to focus on your people – your service heart and your service style – as well as your products and processes.

Your service style massively matters...

Which one of the four service styles most closely resembles your business?



Only the 'service players' have what it takes for legendary customer service. When you're served by a 'service player' you are left with the positive impression that nothing is too much trouble to totally satisfy your needs.

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Little things make a big difference...

What is small to you may loom large in the customer's consciousness:

- Was it easy to find our phone number?
- Did the person who answered know who to put you through to?
- Did they check back with you when you were kept waiting?
- Did we make it an enjoyable experience?
- Did we say thank you?

All are vitally important in your customer's mind and prove you really want to understand your customer's experience.

6 DO'S of legendary customer service:

1. Live with your customers like Toyota did in California
2. Mirror your customers' style, manner, voice tone, language and make them feel at home in your business
3. Break down 'normal' barriers and bring customers into your world like the restaurant with the kitchen in the restaurant
4. Have everyone know your products/services
5. Anticipate potential customer needs – imagine!
6. Educate your customers like the chocolate shop who plays videos of the cocoa production process from cocoa bean harvest to chocolate bar

...you're now armed with some ideas and insight from 'Batteries Included!'. And you can now take action and grow into a legendary service company and lead your business to legendary success.

Go on then!

PS Feel free to pass this book summary along to your colleagues or contacts so they can appreciate the value of legendary customer service too.



Your thoughts...

Your Actions (next steps)

1.

2.

3.