

## 5 VALUES OF GREAT CUSTOMER SERVICE



# 5 VALUES OF GREAT CUSTOMER SERVICE



This white paper explores five key values that go a very long way to creating excellent customer service - leaving your customers wanting more.

## 1. INTEGRITY

Integrity should run through the heart of every business. We've all heard the words, **open**, **honest** and **transparent**, bandied about – they're easy to say, but perhaps a little harder to fulfil in every day business life. A great starting point is to identify our core values – what matters to us the most? - Loyalty? Courage? Wisdom? Honesty? Whatever they are, prioritise them and even have them framed on your desk – this will help you align your actions to accommodate your values, making sure they form the basis of all business.

Similarly, identify your Achilles' heel. Find your weakness and write it down in black and white – acknowledge your vulnerability so you are conscious of it and will be more able to avoid faulting because of it.

Of course, there is the '*Ethical Code of Conduct*' that all businesses should follow to ensure operations are carried out diligently, professionally and reliably... but together with our own core values, **we can achieve success through integrity and feel great doing it!**

## 2. ENERGY

Whatever occupation or industry you're in, your team are 'on show' to your customers, partners and suppliers – so it's important they ooze energy. Take a moment and think about how you feel when you see a fantastic show with lots of energy, compared to a show that was dull and uninspiring. Well, you can apply the same way of thinking to business – customer service that has great energy enables employees to engage with customers on a deeper level, which will give the customer a very positive experience, and encourage them to repeat their business with **you**.

Embracing an energetic approach to all projects creates a happy environment and is contagious amongst your teams – resulting in heightened confidence and excellent service delivery. **Exude energy!**



THE GOAL AS A COMPANY IS TO HAVE CUSTOMER SERVICE THAT IS NOT JUST THE BEST, BUT LEGENDARY.

Sam Walton | Founder of Wal-Mart

## 3. INNOVATIVITY

We know that all our customers are different and therefore no two problems are the same. This is where customer service comes into its own – we need to be able to rely on our people to give great customer service. What goes a long way toward making it great is the fact that, unlike a computer-based automated service, people have the ability to analyse a situation and challenge anomalies and think innovatively – coming up with solutions that will suit the customer and make them happy.

Creativity is no longer confined to our marketing teams; it is often our account managers and 'front of house' employees who generate the best customer solutions.

If we roll-out innovation across the whole of our businesses, it will allow us to be progressive and create unique solutions, which prevents problems before they arise. This doesn't mean investing thousands of pounds in new systems to re-invent your strategy, but it does mean demonstrating an awareness of service detractors and being forward-thinking in solutions. **Be innovative!**

#### 4. ACCOUNTABILITY

Being accountable is simply expected from our customers, but no-one ever likes to admit they're wrong. It's a tough but admirable quality to be able to put your hand up and say: *"Really sorry we made a mistake, but we'll work on putting it right immediately."* There's no point shirking responsibility for something and blaming someone else, customers see through this and look upon it as cowardice. We're all human and unfortunately, as we know, errors occasionally do happen, and when they do, it's important to build trust and loyalty by admitting the fault but informing your customers of the measures you're putting in place to rectify the situation.

Accountability should be infused into an organisational culture. Empower your teams to think about things from the perspective of the customer and then act on those thoughts as if the business was their own. This will lead to fewer mistakes, excellent service and impeccable standards – and ultimately very happy customers. **Stand up and be accountable in the knowledge that you're earning your customers respect!**

// WE SEE OUR CUSTOMERS AS INVITED GUESTS TO A PARTY, AND WE ARE THE HOSTS. IT'S OUR JOB EVERY DAY TO MAKE EVERY IMPORTANT ASPECT OF THE CUSTOMER EXPERIENCE A LITTLE BETTER.

Jeff Bezos | Amazon CEO

#### 5. PASSION

It's a fact that passion in the workplace (and not like that!) creates excitement, fuels confidence and is contagious amongst the team. It is the stuff success is made from.

CUSTOMER  
FRIENDLY  
SUPPORT  
INNOVATIVE  
POSITIVE  
PRECISE  
TIMELY

Make sure you're on the right path... have an insatiable appetite for your products and services and sell them with vigour. Lead and mentor your teams making them hungry to achieve. Look to the future with excitement and aspiration, believing anything is possible.

Whatever business you're in, you can't do it successfully without passion – really believing in your own product or service. You may believe that your product or service is the best, or has something to offer that nothing else comes close to, or maybe that you have the best team or service. **Whatever your beliefs – believe them with passion and you're onto a real winner!**