

Customer Service is Paramount. WOW.

As we presently know it, good customer service is now poor service, Great service is now average service and extreme service is about to become the norm.

It is the new wave of Sustainable Competitive Advantage.

Get the idea, plan for it, surprise your customers, plan plan plan, value add and be creative about it. This will become one of, if not, your greatest, weapon for survival in the new age of business.

Customers are now better educated, better informed and have faster access to more information than ever before. Their product knowledge may equal your own and they have more choices than you ever thought possible.

CUSTOMER SERVICE IS PARAMOUNT.

Overseas studies show that on average personal in the last 12 months, personal shopping time has reduced by a whopping 1.3 hours per month from 4.3 hours to 3 hours. 51% of people who visit retail stores fail to buy anything even though 68% of them have made up their mind of what they want, before they enter the store. 37% of women & 68% of men actually dread shopping.

I suspect that Australians won't be too far behind that mark.

This means that people don't really need to buy. They only buy if enticed. It stands to reason that if you make shopping a pleasant experience then your sales will increase dramatically. So retailing is going to get tougher and if retailing is tough, Service selling will be tougher because the products are not seen as tangible. Fix It. Fix it Now.

CUSTOMER SERVICE IS PARAMOUNT.

The WOW business. When did someone last make you go WOW?

WOW gives you a reason to remember, to go back and to tell other people about it. About 99% of companies are in business only to make money and their levels of service prove it.

1% of companies are in the WOW business and they make more money than most their competitors. WOW hasn't yet hit Australia because most of us don't get it. (Think Movie world on the Gold Coast and you'll most likely think WOW.)

No one is perfect and it will take a little time to develop your special brand of WOW but start now, get better, cost it into your business, forget the discounting mentality, put your money into WOW. Why? Because it works.

CUSTOMER SERVICE IS PARAMOUNT

Regards, Reg Templer
Business Guerrillas