



Dr. John Foltz

**Offering Exceptional Customer Service:
Why to Do It and How to Undertake It**

Exceptional Customer Service

- Have you ever looked at your feed & grain business as if you were a new customer?
- How would you like to be served as a customer?
- Do your employees go out of their way to do the “little things” which make a difference?
- Would you do business with your business?



A Story

- Early morning flight
- Lots of snow
- . . .a leaky tire



Doing the right thing matters.®

What are the outcomes?

- Increased customer retention
- Marketing/PR via word of mouth advertising
- Increased sales



Strategies to Employ

- Work with employees to pay attention to detail
- Empower them to do the right thing to assist customers (more on this later)
- Incorporate strategic customer service into your feed & grain firm's strategy



The Cost Of BAD CUSTOMER SERVICE



BAD SERVICE IS...

- AUTOMATED SELF-SERVICE
- LONG WAIT TIMES
- POOR ATTENTION
- INEXPERIENCED AGENTS



HOW CUSTOMERS RESPOND TO BAD SERVICE



OF CUSTOMERS BELIEVE IT
TAKES TOO LONG TO REACH
A LIVE PERSON



OF CUSTOMERS ENDED A
BUSINESS RELATIONSHIP
DUE TO BAD SERVICE



OF CUSTOMER SERVICE
AGENTS FAIL TO ANSWER
CUSTOMER QUESTIONS



OF CUSTOMERS WENT TO
A COMPETITOR DUE TO
BAD SERVICE

Bad Customer Service

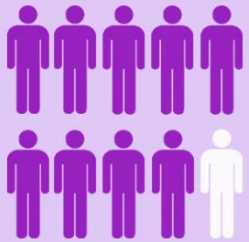
Source: Daily
Infographic.com

GOOD SERVICE IS...

- PERSONALIZATION
- RESPONSIVENESS
- COMPETENCY
- CONVENIENCE



HOW CUSTOMERS RESPOND TO GOOD SERVICE



9/10

U.S. CONSUMERS SAY
THEY WOULD PAY MORE
TO ENSURE A GOOD
CUSTOMER EXPERIENCE



70%

OF CUSTOMERS WILL DO
BUSINESS WITH YOU IF
YOU RESOLVE A COMPLAINT

WHAT CAN BE DONE?



HIRE
COMPETENT
AGENTS

BE PROACTIVE
ABOUT
RESPONDING

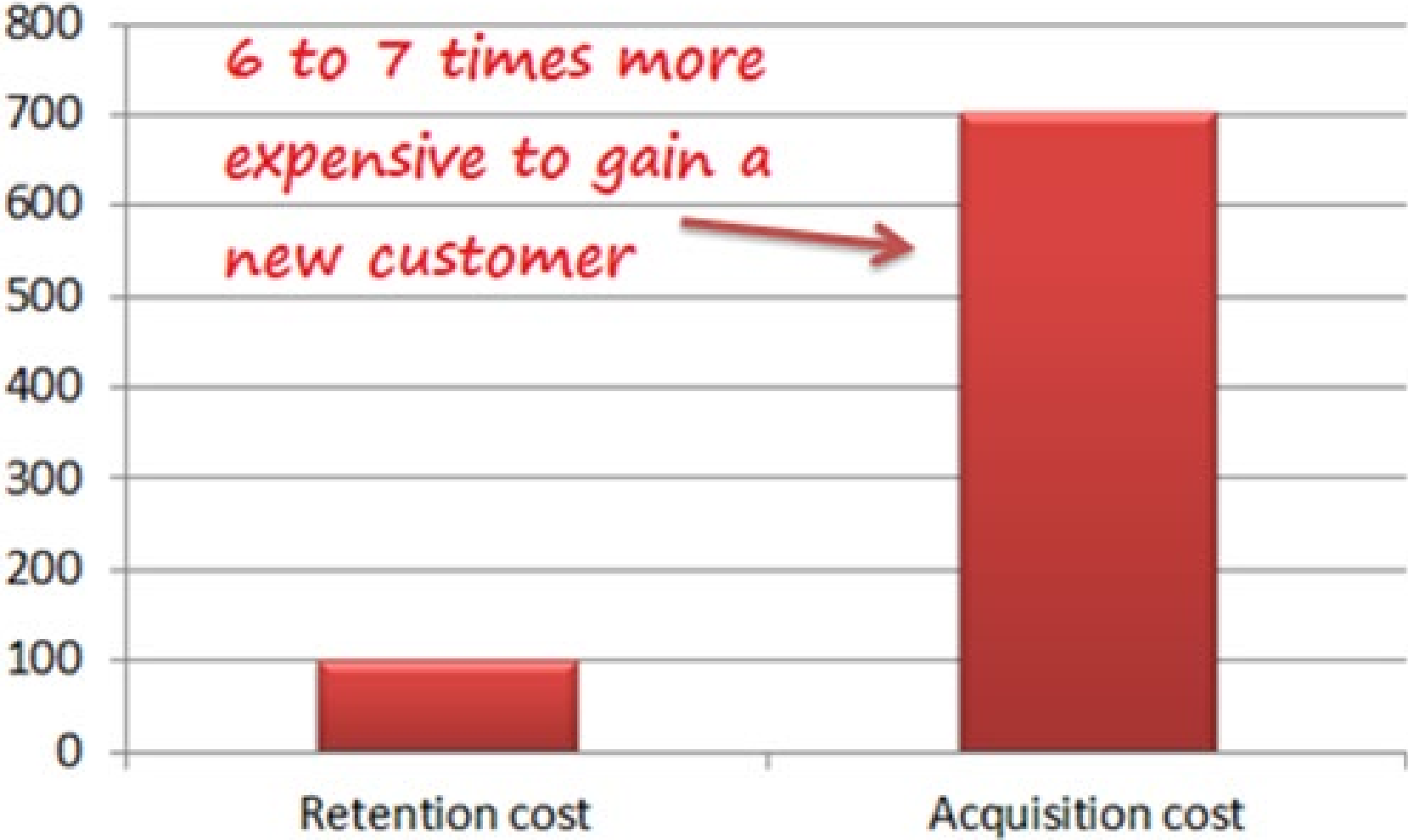
PROVIDE
MULTICHANNEL
SUPPORT

PERSONALIZE
THE CUSTOMER
EXPERIENCE

Good Customer Service

Source: Daily
Infographic.com

Retention vs acquisition costs



Current Customers vs. New Customers

- Probability of successfully selling more to current customers is at least **3 times higher** than selling to prospects.*
- Improving customer retention rate by **5%** can boost your bottom line by as much as **95%!****
- *Farris, P.W., Neil Bendle, Phillip Pfeifer and David Reibstein, *Marketing Metrics: 50+ Metrics Every Executive Should Master*, Pearson Education, Inc. 2006.
- **Reichheld, F. "Loyalty Rules! How Today's Leaders Build Lasting Relationships," Harvard Business School Publishing, Sept. 2001.

What Do Your Customers Want? Ask Them

- Include the survey as part of their bill
 - Paper survey or internet link -
 - Online survey (Qualtrix, Survey Monkey are possibilities)
- Survey Monkey has an online guide to “Running a Customer Feedback Program”:
- <https://www.surveymonkey.com/mp/customer-feedback-guide/#overview>



What To Ask Them?

- Customer Survey
 - Things your business can do?
 - Services you can provide?
 - Whether they will buy from you again.
 - Complaints?
 - How much better (or worse) each customer's experience has been past 6 months.



Ask Them Regularly

- Consulting firm McKinsey indicates:
 - Measuring your customer’s sentiment *throughout* customer lifecycle: 30% more predictive of clients’ overall satisfaction than evaluating how they feel at single point in time.
- In fact they say:
- “Organizations that measure the entire customer lifecycle see a 20% increase in customer satisfaction *and*
- Up to a 15% increase in revenue!”



Keys to Good Customer Service

- “To Do” list:
 - Make customers feel important
 - Treat them as individuals
- Use customer’s names
- Find ways to compliment your customers – with sincerity.



Keys to Good Customer Service

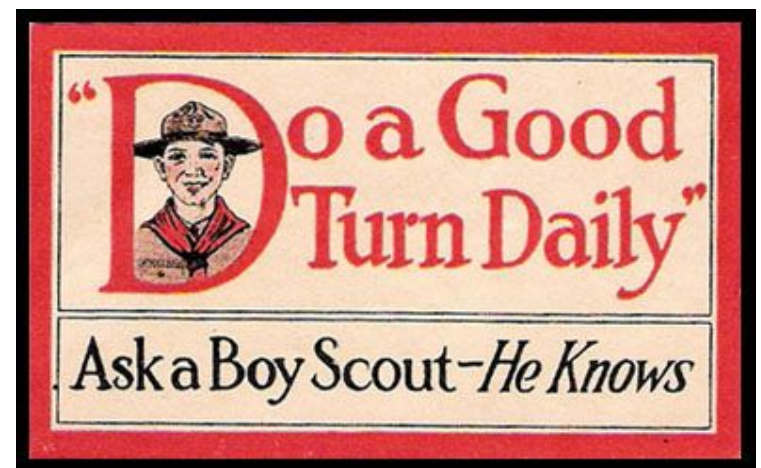
- Thank customers for their business at every chance.
 - When you see them in person
 - Old-fashioned thank-you notes, holiday cards
 - Unique holidays*
 - Natl. Spaghetti Day Jan. 4
 - Shark Awareness Day July 14
 - World Beard Day Sept. 5
 - Hand-written



*See <http://www.holidayinsights.com/moreholidays>

Keys to Good Customer Service

- Turn customer mistakes into *unforgettable experiences*
 - Turn tradition on its head
 - Don't complain – “Do a Good Turn”
 - Let employees know – if they see an opportunity to fix a customer's mistake to benefit your company's image – they should do it



Keys to Good Customer Service

- **Reward Loyal Customers**
 - Typical – customer loyalty dinner or points program
 - Creative
 - Loyal customers get entered into drawing for free weekend getaway
 - More entries based on volume of business
 - Work with your suppliers to offer home office trips/tours for loyal customers



Keys to Good Customer Service

- **Make an Irresistible Offer**
 - Offer a lenient, straightforward refund policy
 - Easy to understand
 - Leave out legal jargon
 - Showcase eligibility requirements
 - Clearly outline deadlines or options
 - Offer a bulletproof guarantee
 - Product will meet their expectations
 - The more customers feel protected from risk – the more positive they view your firm.

BEST OFFER EVER

Keys to Good Customer Service

- Use your customer service surveys to focus on common complaints *and provide solutions*
 - Prioritize most common complaints or concerns according to frequency.
 - Group (if possible) into themes in improvement categories.
 - Determine ways to handle.



Appreciate the Power of “Yes”

- When customers have a reasonable request:
 - Tell them “you can do it,” then figure out how to deliver.
 - Look for ways to make doing business with you *easy*.



Resources

- **Manager's Notebook columns you might find helpful:**
- Applying Exceptional Customer Service to Feed and Grain Businesses, Feb./Mar., 2015
- How Surveys Can Enhance Your Business, Jan. 2012
- **Other:**
- Reichheld, F. "Prescription for Cutting Costs: Loyal Relationships," https://media.bain.com/Images/BB_Prescription_cutting_costs.pdf

THANKS!

