



## Lucy's top tips on delivering stunning customer service

### What's it all about?

We're all customers and have first-hand experience that allows us to be experts in customer service. And as customers we're all happy to share stories of good and bad service with anyone who'll listen. This is both a challenge and an opportunity for those who are providing the service. If the old saying, 'happy customers do your advertising for you' is true then what can unhappy ones do...especially with social media at their fingertips?



### Do what comes naturally

Take a look at what your people believe about your customers and what they think their purpose is in serving them. A smile won't compensate for beliefs like 'customers are a pain in the wotsit'. As customers we can all tell when we are being served and when we are being processed and we all know which we prefer. Natural service comes from positive beliefs about customers. Some of these beliefs come directly from the way organisations work internally. Is the way you'd like your customers to be treated reflected in the way your people are managed?

### Make it personal

Let employees bring their uniqueness and personality into work rather than hanging it up with their coats. Keep rules to the minimum you can get away with (the need for consistency and data protection, etc. can't be ignored) then trust your people to deliver. As Ernest Hemingway said, "The best way to find out if you can trust someone is to trust them".



### It's not about right or wrong

The customer isn't always right, though they are always the customer. So don't shy away from teaching people how to deal with customers even when things are not going smoothly. Help people see a complaint as an opportunity to interact with a customer that they would not have otherwise had

### Our philosophy on...

At Rambutan we find it hard to understand why some organisations don't seem to spend enough time and energy on customer service. We believe it should be the top priority because surely an organisation's core purpose is to serve its customers. We also believe that what 'good' service actually looks like is defined by the customer, meaning it's no longer about 'service with a smile' but 'service that makes 'em smile!'



### Who will benefit?

Customer service isn't just about the people external to an organisation; it's about internal customers too. Any department, function and organisation that has customers will benefit from these top tips. Well, that's pretty much everybody then



## Rambutips

on delivering stunning customer service

believe in it

It starts from within by taking a good hard look at what happens inside your organisation

### Be available

Customers need you to be available when they want you. Ensure you are 'open for business' when they want you to be and use multiple channels for contact to make it as easy as you can for them. Consider stuff that gets in the way of your customers and fix it!

deliver it

Once the thinking is right, make stunning customer service business as usual



### Get creative and listen

One size doesn't fit all; be adaptable and memorable for all the right reasons! Gather ideas from within your organisation about how you might do this. In our experience, organisations that tap into their frontline's view through genuine debate (i.e. not through a staff suggestion box that gathers dust in the back office) get a rich list of brilliant ideas to improve customer service

### Measure what you want; not what you don't want

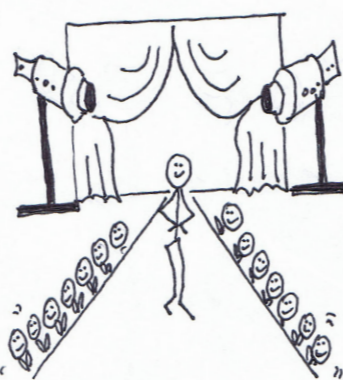
Avoid measuring and discussing what you don't want. Sure, you need to learn from complaints and mistakes, but if you want to reduce them, try focusing on compliments instead. This simple change has had a profound and lasting effect in many companies we have worked with. Dwelling upon something seems to get you more of it so choose your measures wisely!



keep on learning

### Keep people

Don't let your people take their wonderful attitudes and fine-tuned emotional intelligence elsewhere. Keep them engaged with the company along with its mission and vision and the part they play in delivering both. Make sure employee engagement is on the agenda at all levels in the organisation...it's part of every manager's job!



### Walk the walk

Great leaders at every level, with the skills to engage, motivate and reward are vital. They should role model customer service in everything they do and say. If people in the organisation don't see the customer being valued at the highest levels, there's no hope of them valuing customers either

### Get the right people

Yes, you need a skilled workforce, but think too about the sort of people you employ. Those with higher emotional intelligence will be better at delivering customer service. Use your values to help you recruit individuals who will be the right fit for your organisation's customers. Hire and promote for service attitude not skill...and that goes for managers too as the internal service needs to be a model of what is required

### Or give us a shout:

+44 (0) 1858 461071 / hello@rambutan.biz / [www.rambutan.biz](http://www.rambutan.biz) and we'll help you find ways to deliver stunning customer service



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