



Nick Bishop Solutions

Making the quality of your service, your best sales person



Congratulations to Carphone Warehouse

Taking your 23 year old son to a mobile phone shop to change contracts and to upgrade is not normally a pain free experience...But sometimes there can be exceptions!

Many of you will know that I have a passion for Customer Service Excellence and am proud to have judged for many years at both the UK Customer Service Training Awards, and at the WOW! Awards in London.

Customer Service Excellence should not be something that is offered as a “value add”, but something that every person in the organisation delivers both internally and externally and all of the time!

Price is a number...Service is tangible and thus a differentiator. Marketing campaigns don't come cheap. They are also merely a call to action.

Customer Service Excellence is very different. It can delight customers, it drive repeat sales, it keeps retention levels high, and it is your greatest Brand Ambassador!

The people at the front line...Knowledgeable, friendly, personable, natural and genuine. Almost as if you had known them for much longer than the time spent in the store. For some it seems very natural. These are the exceptions and when I am delighted to flag them as ambassadors for their business.

Congratulations to Carphone Warehouse, Cheadle, Stockport.

May I commend you for the fabulous service recently displayed. Making Customer Service Excellence appear the easiest thing in the world to offer...Seems easy, but few do.

“The goal as a company is to have customer service that is not just the best, but legendary”

Sam Walton, Founder of Walmart