



Nick Bishop Solutions

## Going the extra mile!



To differentiate from the competition, and to get away from comparing on price alone, the somewhat clichéd but none the less still justified expression of “Going the extra mile” holds good. Business owners will happily state that what makes their business better than the competition, is the quality of the “customer service...So what has to happen?

Staff must feel empowered and able to make decisions. Three key elements are then necessary...

**LISTEN:** Listening is different to hearing. What is the customer really saying...Equally importantly: What is not being said! This is where emotional intelligence comes in.

**EMPATHISE:** Put yourself in the customer’s shoes. How would you feel? What has to happen?

**TAKE OWNERSHIP:** Perhaps the most critical. Own the problem, and take personal responsibility. Don’t pass the buck!

One well used story, involves Pizza Hut and a customer who used to order pizza regularly from the outlet. The customer stopped coming for a period. The Pizza Hut branch was so concerned about him that they called him just to ask if he was ok as he didn’t order anything from them for more than two weeks.

I often refer to the mirror effect...You get back what you put in and in abundance! Service should be fun, and going the extra mile, part of what you do...Delighting your customers should be the first part of any role profile!

***A challenge...Please do send me examples of “going the extra mile”, and I will promote these in future weeks! Be proud of yourself!***

Delight your customers, and put a smile on both your own face and also all of your customers...And if you don’t, someone else will!

***“Put your heart, mind, intellect and soul even to your smallest acts. This is the secret of success.” — Swami Sivananda***