

Perception is Reality

Research suggests that the customer perception of your business is based on the impression formed within the first 3 seconds. For your customer, this becomes their reality and will determine whether or not they choose to do business with you again. *Do you know what your customer reality is?* It can be immensely beneficial to see your businesses through the eyes of your customers by making a few phone calls in, or having a mystery shopper do this for you.

Customer service is entirely measured by the customers' perception and statistics show that businesses lose 68% of their customers through the perception of indifferent attitude and bad service. How many customers can you afford to lose in these sensitive economic times?

Customer service expert, Ron Zemke, says in his book, Best Practices in Customer Service, that research done some years ago suggests that it costs 6 times more to attract new customers than it does to retain existing customers and these days with customers becoming more choosy and more businesses competing for your customers, that figure has gone up to 8 or 10 times.

What about unhappy customers? Research has also been done over the years to tell us that a satisfied customer will tell 3 - 5 people and a dissatisfied customer will tell 8 - 20 people. These days with the escalating popularity of the electronic media, like Facebook, My Space, Blogs and emails, that figure can easily blow out to the hundreds, thousands and millions with the click of a mouse.

In these tough economic times, businesses that see customer service training as a marketing strategy will be the ones who prosper. Like marketing, it can be difficult to measure the impact of a single activity, but by the consistency of the activities, the owner will reap the rewards as their business ripens and flourishes. The businesses that *take action now* to ensure their customer's first impression is always positive will invariably end up being the ones that retain enough customers to survive these times.

Ava Lucanus will be delighted to offer you a free mystery shop and report on the customer service standards in your business.

Telephone 9200 2290

Mobile 0412 135855

Email ava@edgetelephone.com.au

Website www.edgetelephone.com.au