



100 LITTLE THINGS YOU CAN DO TO IMPROVE SERVICE

By

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1. Call customers by their name;
2. Ensure staff always give their name when dealing with a customer;
3. Wear name badges;
4. Serve coffee/tea/water in reception;
5. Assign someone in the front-line to be a 'queue buster';
6. Obtain names and addresses of regular customers and send them Christmas cards;
7. Send regular customers the occasional present;
8. Phone up customers after a large purchase and enquire how they're getting along with it (a car, a computer, a central heating system etc.);
9. Just get around and talk to your customers;
10. Ring your customers regularly, see how they're getting along;
11. Take an interest in your customers when completing a transaction (talk about holidays, children, the weather, the purchase and what it's going to be used for);
12. Smile;
13. Welcome them properly to the showroom, store, office-building;
14. Listen to your customers;
15. Write to them occasionally - using personal letters;
16. Keep a clean customer area;
17. Supply drinks for queuing customers;
18. Deposit bowls of sweets (or fruit) here and there;
19. Put vases of flowers here and there;
20. Make comment cards easily available;
21. Arrange for play equipment for children in waiting areas;
22. Improve signage;
23. Send personalised greetings cards to existing customers;
24. Invite customers to special events;
25. Create 'special' offers for local customers;
26. Get the boss to spend one day a month on the front line;
27. Implement no smoking / smoking areas;
28. Check the toilets more frequently;
29. Get more up-to-date magazines in reception;
30. Improve access for people in wheelchairs;
31. Improve facilities for the blind ('braille' signs on railings, in lifts etc.);
32. Pick up litter when you see it;
33. Be the first to get a customer problem fixed;
34. Undertake regular customer service reviews with your team;
35. Check out your own customer service anonymously;
36. Encourage your people to chat to customers;
37. Make company customer documentation more friendly and easier to use;
38. Test customer facilities more frequently;
39. Produce more creative giveaways;
40. Develop a system of identifying regular customers;
41. Don't let the customer do it, do it for them (find it for them on the shelves);
42. Open the door for customers;
43. Always say 'Hello' or 'Good morning' etc.;
44. Chat to their kids;
45. Just be friendlier;
46. Open the doors before time (don't have your security guards jangling keys and staring at the queuing customers one minute before opening);
47. Send customers a small free sample of one of your products;
48. Provide doodling pads and pencils;

49. Reply to completed customer questionnaires;
50. Fix a customer's problem, even if not directly connected with your business (for example, if a customer's car breaks down on your premises - help them out);
51. Champion the customer's cause with your boss;
52. End all telephone shunts;
53. Acknowledge all customer emails within 2 hours;
54. Ring up when you're going to be late;
55. Leave the place cleaner than before you started the work for the customer;
56. Gift wrap purchases;
57. Free toys for adults;
58. Free toys for children;
59. Unsolicited gifts after the purchase (as a thank-you);
60. Free car parking spaces (when non-customers have to pay);
61. Offer herbal teas;
62. Have mineral water always available;
63. Carry the customer's bags to the car;
64. All tips to be refused;
65. Offer your customer a seat;
66. Have a sign in reception welcoming visitors by name;
67. Have your Chief Executive write to thank customers for their co-operation;
68. Take your manager to meet your customers;
69. Drop by when unexpected to find how the customers are getting along with your product/service;
70. Organise a family summer event for your regular customers;
71. Have a 'customers' comments' book on the front reception;
72. Show the customers behind the scenes;
73. Introduce customers to the team working behind the scenes;
74. Send customers pens, pencils or notebooks with their name on them, as well as yours;
75. Get some positive publicity for your customers;
76. Provide courtesy transport;
77. Automatically confirm meetings in writing with a map of how to get to your office on the back of the letter or in the email;
78. Send thank-you letters / emails after every meeting;
79. Sit in your bath and think about your customers;
80. Set yourself a simple customer test every week;
81. Send your regular customers a discount voucher;
82. On receiving complaints immediately ring customers or go and see them;
83. Always tell the truth;
84. Get your customers to nominate employees of the month;
85. Invite customers to service awards ceremonies for employees;
86. Improve facilities for parents with screaming kids;
87. Put a dvd in reception;
88. Set up cubicles for confidential conversations (rather than conduct them across the counter);
89. Always keep a note of what customers say and take action as promised;
90. Help out your colleagues in dealing with customers;
91. Provide live music for customers (e.g. a harpist in reception);
92. Serve a customer yourself;
93. Get your customers involved in improving the service;
94. Take your customers out one evening;
95. Always turn up a little early;
96. Develop sensitive antennae towards your customers;
97. Take one new customer initiative every day;
98. Send regular newsletters to customers;
99. Display on the walls photographs of happy customers;
100. Send your customers a copy of this list and ask them to score you out of 100!