

# Customer Service... It's Everybody's Job

Since when do the words “no problem” replace “you’re welcome” when someone says “thank you”? When did it become ok for a cashier to complain to a customer that they’d rather be outside than at the cash working?

Quality of service is one of the variables that differentiate any business from its competition. Service is a human experience that is based on interaction between the service provider and the customer.

Six of us sat around the table discussing the subject of customer service. At least 18 examples of poor customer service were expressed and only one example of great customer service was shared. What’s wrong with this picture?

Word of mouth is one of the most important factors influencing a customer’s decision to buy. In the delivery of the service or product, there are many points of interaction with the customer. A “moment of truth” occurs whenever and wherever there is customer contact, because that is the moment when the customer forms a perception of your company, its people and its products and services.

Negative information has twice the impact of positive information when a customer must make a purchasing deci-

sion.

Is your company customer-centered? Have you examined all of the points of interaction your company has with the customer? How do your people sound on the phone? What’s the content of the emails sent to your customers? What is your employee’s body language when serving a customer? Do they know how to ask the right questions to help the buyer make a decision?

Does your company have a quality service climate that keeps customers coming back? Are your people equipped with a quality service strategy that meets and exceeds customer expectations?

Last but not the least, do your employees really “fit” in the customer service role in your company and your environment?

Yes, there are many questions to answer, however, hopefully they have become food for thought as you develop and improve customer service in your organization.

*Submitted by,  
Wendy Hue PCC, CSP  
Partners In Progress*

# BUSINESS LINK

## Spotlight on Volunteer

By Tracey Wellon, TY Virtual Assistant

How do you write an article about your outgoing editor? Carefully. For those of us who know Cor, he is outspoken, boisterous and can always be found with the biggest group of women at any of our events, whether it is a Business After Hours or at our Taste of the Chamber. Any of our events. He fills the room with his presence, his laughter and his extensive conversation skills. When I asked him to give me suggestions on what to write about him, he said to write it as if I were describing to a friend: who he is, what he is like, how I know him. Because we don’t always trust our own judgment, I also asked others for input as well. First thing that they said: “He is always with the women” and “You see Cor and his wife, Ann, two steps behind walking around town.” I know Cor and Ann love to read and can be found at Tim’s with their books. First in my interview notes: Lousy salesperson. His words not mine. He doesn’t sell his business, but you will always find Cor helping people (not just the women). Referrals are his best business.

Why does Cor volunteer? For two reasons. One: it is work that needs to get done. Two: for self-serving and altruistic reasons. He believes that for organizations to achieve their purposes and to do what



Cor Baarda

they are supposed to do, they need help. While sometimes you will get his opinion whether you want it or not, I find him to be a sensitive go getter who likes most people and enjoys working, listening and watching people grow.

Whether Cor is travelling or cooking, you know he enjoys what he does. I have enjoyed working with him and being the recipient of his constructive criticism and advice. I for one will miss having Cor around on a regular basis. Cor just turned 70 and is starting a new chapter in his life with Ann in London. All I can think about is how much he will be missed, and **LOOK OUT LONDON, HERE HE COMES.**

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