



Ask us about the elephant...

Northland Business Expo
Whangarei

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**Ask us about
the elephant
in the
room.....**

Definition A:

- “A problem or difficult issue that is very obvious, but is ignored for the convenience or comfort of those involved”

<http://en.wiktionary.org>

Definition B:

- An obvious truth that is being ignored or goes unaddressed.
- Based on the idea that an elephant in a room would be impossible to overlook; thus, people in the room who pretend the elephant is not there might be concerning themselves with relatively small and even irrelevant matters, compared to the looming big one.

(Wikipedia)

For many businesses, customer service is “the elephant in the room” ...

- You know it's not perfect
- You know some customers complain, and others just silently leave
- You know you should fix it, but there is so much else to do:
 - Sourcing products,
 - Managing inventory,
 - Advertising and Marketing,
 - Managing staff,
 - Balancing the books etc etc

Bad news.

It may be worse than you think... ☹️

In New Zealand:

- Only 5% of customers always complain when they receive poor service
- But 95.4% will tell someone else!

and

- Over 71% of customers will only tolerate one or two bad experiences before they take their business elsewhere.

Think about your business:

- How do you know that you consistently get customer service right?
- Can you afford to be losing customers right now?

There are 3 key triggers...

...that make the difference between a satisfied and dissatisfied customer:

1. Listen to me and understand my needs
2. Take responsibility to meet my needs
3. Show a willingness to help

It sounds easy but....

Getting it right requires...

- A clear, current, understanding of customer needs
- Engaged, well trained, staff who are empowered to help customers
- Supported by:
 - Good processes
 - Good systems
 - Good communication
 - Good management

We can help

- If you want help working on any of these areas, or even if you just want to talk to us about the elephant

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