

6 ways to turn customers into raving fans



We all talk about customer service, but talk is easy, and words can be cheap. Every 'mind blowing' successful company - past, present and future, have invariably built their enterprise on the sacred back of breath taking, mouth-watering, impeccably refreshing service. The sort of service that you can tell a story about, salivate when you recall it and speak about it with enthusiasm with your friends, colleagues and neighbours!

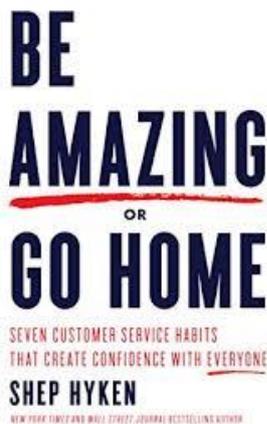
Why? Because it rarely happens - it's like the discovery of an unknown Picasso in a dusty attic; Or the lucky shopping tragic that discovers a genuine Stradivarius violin, in an old second-hand shop; And with a pounding heart, buys it from the unwitting owner for fifty dollars. That's how rare, this type of service is.

The companies that inhabit this sparsely populated space have risen above mediocrity and reached rarefied air territory. Because so few are prepared for what this takes, the most stay average. The problem is though, average is where most other people are too – in the troposphere - at ground level. This means that many more people are competing in the same territory - average territory!

Those that provide this type of service compete in rarefied air territory where the competition is less fierce, but the rewards are far greater.

You don't have to be all that much better to get there either. Usain Bolt was only 0.08 of a second in front of his rival at Rio – but who was his rival? Most people have to scratch their heads for a while if they know at all. What we do all know though, is that Usain is the fastest man on earth today.

When you ascend out of the troposphere, you reach the stratosphere of excellence and there are very few others to compete with. Therefore, you can command much more for your product or services. Take Apple, they have the market stitched up because of the same principle. Microsoft the same. As Jim Collins puts it;



'Good is the enemy of great'

Eye popping service comes down from the top and is inculcated into every facet of an enterprise. The people, the systems, the culture and the mission and vision. There are over 250 touch points in a business and unless every one of them is 'wow', then this service experience will be missing.

Here are 6 things these service-oriented companies do that the others don't.

1. They are fast - they answer fast, quote fast, deliver fast, service fast and attend to complaints fast
2. They create 'wow' at every touch point - from the stationary to the tone of voice on the phone and from the quality of the product to the after sales service - it's just overwhelmingly better!
3. Their people have an incredibly infectious positive attitude - they love to serve the customer, to create value, to do more than the customer would ever expect.
4. They challenge the status quo - if their competitor offers black only, they offer all the colours of the rainbow. If the industry standard is one day turnaround, they offer one hour!
5. Their after sales service is unbelievable - their warranties are longer, their goods return policies are simple, easy and exceedingly fair.
6. They offer an experience, not just a service - people want to deal with them because of the fantastic feeling they get when they make a transaction.

This is something that can only be replicated within a human paradigm - it's still the people that count. Uber automated the taxi business simplifying it through technology. However, it's still the driver that adds or detracts from the experience.

McDonald's perfected the art of mass-producing cheap burgers for drive through consumers. However, they learnt that the most critical experience is within the first 3 seconds of contact with the person you first have eye contact with.

Their employees are trained to give a good vibe to the customers. What other drive through service always greets the customer with a smile and a 'hello how are you today'? What other fast food company smiles as you leave and says, 'have a great day'? It's classic exhilarating 'wow' customer service.

Here at Zanda, we are making a solemn pledge to our customers in 2019. We are committing to provide this level of service to our employer - our customers. After all, it's the customer that pays our wage, provides taxes for the public good, allows us to give to charity and to afford the lifestyle we all live. They provide every bit of employment in our society and they allow us to take time out, provide for our families and enjoy life.

Quality and price are a given - no business will succeed without them. However, the real kicker is the third ingredient - service. That's the litmus test, the amazing recipe that has them coming back time after time, year after year - simply because they can't resist the exhilaration of breath taking, mouth-watering, impeccably refreshing service!