



INSURING CUSTOMER **SATISFACTION**

Customer satisfaction is critical for a store's survival because existing customers account for nearly 80% of a store's sales. It costs less time and money to attract and close sales with your established customers. In addition, your customer will always give you the right of refusal if they are satisfied with your company and they tell others about your services. Review the following ingredients for customer satisfaction.

1. The dealer is reliable and follows through on all commitments to the customer.
2. The customer is assured that the dealer's employees are courteous, trustworthy and knowledgeable about the products.
3. The dealer provides responsive, prompt and efficient service.
4. The sales staff is responsive and sensitive to the customer.
5. The dealer's employees receive good communication and quality training to prepare them to greet the customer.
6. The dealer has complete control over customer satisfaction.
7. The way employees treat your customers is a mirror of how they are treated in your organization.

There are no specific criteria for insuring customer satisfaction. Customer satisfaction occurs when the dealer's products and services adequately meet the customer's needs. The dealer should continually ask customers if they are satisfied so the store's services can be modified to meet new needs.





THE IMPACT OF CUSTOMER SATISFACTION ON YOUR BUSINESS

What is the link between customer satisfaction and profitability?

- A dissatisfied customer tells an average of 9 other people about his/her problem, creating a multiplier effect of negative referrals about your company.
- 96% of dissatisfied customers **do not complain**
- 90% of dissatisfied customers **never come back**
- 32% of those customers switch because of product/service features (price, distribution, technological quality)
- 68% of those customers switch because of human performance factors, (i.e. customer service are unresponsive, slow, unfriendly, incompetent, unknowledgeable, inaccurate, etc.)
- It costs 5 times more to get a new customer versus keeping an old one (advertising and promotion expense, etc.)
- The automobile industry considers a loyal customer to represent a lifetime average revenue of \$140,000. Banking estimates a loyal customer contributes \$80 a year in profit. Your local supermarket counts on you for \$4,400 in profit each year.
- ***In the appliance industry, a loyal consumer represents an average of \$2,800 in profit over 20 years.***



The Customer Satisfaction Report Card

Rate your sales staff on customer satisfaction. Review the following statements and circle the appropriate letter grade for each statement. A grade of "A" is excellent, grand "B" is good; a grade of "C" is fair.

- 1. The sales staff promises only what is deliverable. A B C
- 2. Employees who knowingly "stretch" the truth when talking to customers will receive severe disciplinary action. A B C
- 3. Customers never complain that we did not perform what we said we would. A B C
- 4. Management expects the customers to be told the truth. A B C
- 5. Company employees have a high self-standard of responsiveness to the customer and his or her needs. A B C
- 6. Our delivery is always within 30 minutes of its scheduled time. A B C
- 7. Our employees return all telephone calls within an hour. A B C
- 8. A customer with a problem receives priority service. A B C
- 9. Customers are greeted immediately when they first enter the store. A B C
- 10. All our sales staff receives regular intensive product and customer service skill training. A B C
- 11. Management receives constant praise from our customers about our courteous employees. A B C
- 12. Our company's employees are trustworthy. A B C
- 13. Our sales staff are concerned that the customers purchase the products that are best for them. A B C
- 14. Every customer feels that he or she is special to our company. A B C
- 15. Our store is clean, organized and receives constant attention to keep it that way. A B C

SCORING THE REPORT CARD:

- 1. Give each grade a numerical value. An A equals 3 points, a B equals 2 points and a C equals 1 point.
- 2. Add all the numerical values together and divide by 15 to determine the overall average grade.
- 3. Review the following grading scale to determine your overall average grade and write it in the space below.

GRADING SCALE

A = 3.0, A- = 2.6 to 2.99, B+ = 2.1 to 2.59, B = 2.0, B- = 1.6 to 1.99, C+ = 1.1 to 1.59, C = 1.0

THE ONLY ACCEPTABLE GRADE IN CUSTOMER SATISFACTION = A



Customer Satisfaction - A Process

Once the sales transaction has been completed, most companies worry about the next sale. Instead of planning for the next sale, these companies should develop a customer satisfaction process for the present customer that will guarantee both future purchases as well as numerous referrals. The following steps can help a company create a customer satisfaction process for the present customer right after the sale is completed. Sample work sheets on these steps are included in the next few pages.

Step 1:

List all the events that should be performed after the sale is completed.

Sample List

1. Give the Customer a company evaluation sheet.
2. Provide the customer with company and product information sheets before leaving the store.
3. Schedule the product delivery.
4. Deliver and Set-Up the product.
5. Explain the service contract to the customer.
6. Send a handwritten Thank You card.
7. Call the customer right after the delivery to make sure everything went well.
8. Call the customer one week after the delivery to insure the product is working to their satisfaction.
9. Service the product as required.
10. Mail product updates to the customer.
11. Send the customer new product and product replacement information.
12. Call the customer after 11 months to uncover and resolve any problems while the manufacturer's warranty is still in effect.

Step 2:

Assign responsibility for each event to a specific department and develop a customer satisfaction events worksheet. For example, the company evaluation and information mailing can be assigned to the sales department.

Step 3:

Develop a customer satisfaction strategy work sheet and a training checklist for each event.

Step 4:

Develop a customer satisfaction report card to be given to the customer after completing each event.



Step 2: Customer Satisfaction Worksheet

List all events that will occur after the product is sold that will result in an opportunity for customer contact.

1. _____
2. _____
3. _____
4. _____

Step 3: Customer Satisfaction Strategy Worksheet

Event _____ Department Assigned _____

WHY THIS EVENT IS IMPORTANT:

LIST AREAS OF CONCERN AND TRAINING NEEDED FOR EACH AREA:

1. _____

2. _____

3. _____

4. _____

5. _____



Step 3: Sample Customer Satisfaction Strategy Worksheet for the Delivery Event

Event: DELIVERY

Department Assigned: SHIPPING

WHY IS THIS EVENT IMPORTANT:

The time of delivery is the single most important event after the product is purchased. The delivery staff should reaffirm the customer's product selection and the customer's decision of doing business with your company. The old adage "the best time to start selling the next product is when you are delivering the last" is accurate for appliance and electronics sales. The performance of the delivery event will have a lasting impact on a customer's satisfaction and future sales with the store.

LIST AREAS OF CONCERN AND TRAINING NEEDED IN EACH AREA:

1. Loading and securing the appliance is a concern. Train drivers to load and secure the product to insure that there will be no damage caused in transit.
2. Unloading and transporting to the customer's specified location presents a concern. Drivers must be trained to be aware of obstacles in the delivery path from the truck to the specified installation location.
3. Installation concerns include proper installation of a variety of products. Train drivers to properly install all models of all product categories that they deliver. Use service staff to provide ongoing technical training.
4. Proper customer instruction is a concern. Train drivers to completely instruct customers on the use and care of the appliance. Use the sales department to educate the drivers on how to effectively demonstrate a product using benefit statements. The customer must feel comfortable that he/she know how to operate the product before the delivery driver leaves.
5. One concern is understanding the use and care book. Driver training should include showing the customer how to use the manufacturer's use and care book and trouble shooting guides.
6. Cleanliness of the product and installation area are ongoing concerns. Instruct delivery drivers on how to adequately clean the appliance and installation area before departing.
7. The driver becomes the eyes and ears of the sales department, and provides sales leads.
8. The customer satisfaction installation report card is a concern. Instruct the delivery drivers on the importance of having the customer complete the report card for quality service.



Step 3: Sample Training Checklist for the Product Delivery Event

Delivery personnel should periodically review this list and check the appropriate answer to each question

	YES	NO
1. I have received training and understand how to load and secure all products to avoid damage.	<input type="checkbox"/>	<input type="checkbox"/>
2. I understand how important it is to be careful in the delivery process and not to damage wall, floors and carpets at the installation location.	<input type="checkbox"/>	<input type="checkbox"/>
3. I have received training in the proper way to install all products that I deliver.	<input type="checkbox"/>	<input type="checkbox"/>
4. I have received training on how to instruct customers on the use of their new products.	<input type="checkbox"/>	<input type="checkbox"/>
5. I understand the importance of thoroughly instructing new customers on the use of their new products.	<input type="checkbox"/>	<input type="checkbox"/>
6. Before delivery, I make sure I have all the manufacturer's use and care books and trouble shooting guides that should go with the product to be delivered.	<input type="checkbox"/>	<input type="checkbox"/>
7. I show each customer how to use the use and care book and any company created instructions at the time of delivery.	<input type="checkbox"/>	<input type="checkbox"/>
8. I clean each new product after the installation.	<input type="checkbox"/>	<input type="checkbox"/>
9. I always make sure each installation area is clean and neat before leaving the customer's location.	<input type="checkbox"/>	<input type="checkbox"/>
10. I give every customer the customer satisfaction installation report card and ask the customer to complete it to help our company provide better service.	<input type="checkbox"/>	<input type="checkbox"/>
11. I am the eyes and ears of the sales department and provide sales leads.	<input type="checkbox"/>	<input type="checkbox"/>



Step 4: Sample Customer Satisfaction Report Card for the Product Installation Event

Salesperson's Name _____ Date _____
 Customer's Name _____ Phone # _____
 Address _____
 Delivery Person _____ Product _____

Please circle one report card grade for each of the statements.

- 1. Delivery was on time and as promised. **A B C D F**
- 2. The delivery people were careful and caused no damage or mess. **A B C D F**
- 3. The product installation was completed quickly and efficiently. **A B C D F**
- 4. Instructions on how to use and care for the product were understandable and complete. **A B C D F**
- 5. I received all the use and care books and understand how to use them. **A B C D F**
- 6. My new product was left clean after completing the installation. **A B C D F**
- 7. Based on the quality of the product and service received, I will return to your store when I need my next appliance or electronics item. **A B C D F**
- 8. I will recommend your store to my friends. **A B C D F**

Comments:





HOW TO RESPOND TO YOUR CUSTOMER WHEN YOU FAIL

When a problem occurs, it can cause concern and frustration to a customer. Once the problem is solved, the customer experiences relief and satisfaction. These emotional challenges can influence a customer's perception about a company. Customers who have had problems that are solved quickly and successfully will become a company's most vocal and loyal customers. The efficiently resolved problem can be the sale and referral of tomorrow's business. Review the follow eight-step strategy for problem solving:

PROBLEM SOLVING - 8 STEP METHOD

STEP 1: APOLOGIZE

EXAMPLE: "I'm truly sorry for your inconvenience."

STEP 2: SHOW RESPECT

EXAMPLE: "What you are telling me is very important."

STEP 3: ASK AND LISTEN FOR UNDERSTANDING

EXAMPLE: "Please explain to me exactly what happened."

STEP 4: UNDERSTAND EXPECTATIONS

EXAMPLE: "Please tell me what you think should happen to solve this."

STEP 5: REPEAT THE CUSTOMER'S EXPECTATIONS

EXAMPLE: "What you are telling me is that you need...."

STEP 6: GIVE A SOLUTION AND ALTERNATIVE SOLUTIONS

EXAMPLE: "This is what we can do... or your other choices would be...."

STEP 7: PROVIDE THE ANSWER AND FOLLOW THROUGH

EXAMPLE: "The carpet cleaner will be at your home at 3:00 p.m. tomorrow. I will personally call you at 5:00 p.m. to make sure he was able to get all the grease out of your family room carpet."

STEP 8: CONFIRM FOR SATISFACTION

EXAMPLE: Call at 5:00 p.m., as promised and make sure the problem was solved.



COMPANY CUSTOMER SATISFACTION STRATEGY CHECKLIST

Please check one answer for each statement.

	YES	NO
1. Our company has analyzed and listed all events in the sales process that included customer contact with the company.	<input type="checkbox"/>	<input type="checkbox"/>
2. Our company has developed written strategies to insure customer satisfaction during each of these events.	<input type="checkbox"/>	<input type="checkbox"/>
3. Our company has shared these written strategies with all employees that are involved in these events.	<input type="checkbox"/>	<input type="checkbox"/>
4. Our company has thoroughly trained all employees on customer satisfaction (i.e. new hires are not permitted on the sales floor until thoroughly trained).	<input type="checkbox"/>	<input type="checkbox"/>
5. Our company practices periodic quality control on each event to insure all involved employees are proficiently completing the event.	<input type="checkbox"/>	<input type="checkbox"/>
6. Our company reviews and updates sales staff on promotional events regularly.	<input type="checkbox"/>	<input type="checkbox"/>
7. Our company shares with its employees the successes of all individual customer satisfaction event strategies.	<input type="checkbox"/>	<input type="checkbox"/>
8. Our company commends employees for success when carrying out the customer satisfaction event strategies.	<input type="checkbox"/>	<input type="checkbox"/>
9. Our company has developed higher expectations for customer satisfaction.	<input type="checkbox"/>	<input type="checkbox"/>
10. Our company has made a commitment to be known for its satisfied customers.	<input type="checkbox"/>	<input type="checkbox"/>