

instinct™

Instinct is a monthly publication for clients, associates and friends of brand coach.

Leading and inspiring all those who touch the enterprise
to understand, embrace and enhance the power of your brand.

Overcoming 'no problem'.

From a business evolution perspective, we are all supposed to have Quality as a given, and to have mastered the Customer Service piece. We should have solidified our Value arguments, and be well into the era of differentiation through Innovation.



Yet, I've got a problem – how can we move to compete through Innovation when our Customer Service, that late 80s breakthrough, still has a long way to go.

As we ship off our manufacturing to Asia, and are left with only the Service Economy platform, I fear for our survival.

Despite our supposed grasp of the concept of customer service, we are still struggling with the most rudimentary applications of it – front line customer interaction. Many businesses feeling that the issue had long been resolved, have moved on to the next business challenge.

But, case in point – the average employee doesn't even say 'you're welcome'. Have you noticed how many will instead say 'no problem'. Wait a minute! I'm the customer, I just came into their business and spent my money, I thank them and they say 'no problem'... were you expecting I'd be a problem?

Hey I'm the customer!

What would brand coach suggest?

Get back to customer service!

As with any branding initiative [read culture-shift], it must originate from the CEO come CBO [Chief Brand Officer], over to the senior managers and on to 'Pockets of Persistence' throughout the organization. It's these influencers or brand ambassadors who really do the work.

Build your pockets of persistence by choosing people, not for their rank, but for their enthusiasm and ability to talk. In this 'service' case, pick a reception person, an IT technician, the cafeteria cashier, the guy in shipping, the VP of HR – people who truly serve. Bring them together and present the facts as to why they have been selected and the importance of the task at hand. Role-play, have the CEO talk to them and send them out with an introduction and endorsement.

Then they can demonstrate and live customer service starting with 'you're welcome'...PLEASE!

Your brand is what people think of you, don't let even an hint of a 'problem' be the final thought.