

Show You Care — You'll be #1 with Your Customers

Customer service – no matter what organization or industry we belong to, exceptional customer service is critical to success. Alice Foote MacDougal, a successful coffee, tea, and cocoa merchant, said it well, “In business you get what you want by giving people what they want.”

The Wickaninnish Inn at Tofino on Vancouver Island holds the honour of being the #1 Inn in North America. So, how do you get to be #1? Let's see if your customer service matches that of the Wickaninnish Inn under the watchful eye of Mr. Robert Brosseau, the manager.

A warm, welcoming, personal atmosphere...

You are treated like family, revered family. EVERYONE on the staff greets you when they meet you, instead of walking past with eyes averted. The desk personnel, the bellman and the car jockey know your name and refer to you by name EVERY time they see you!

Obvious pride in a job well done...

Your room is kept spotless. Every day there is a handwritten note from the cleaning staff announcing weather updates and a cheery statement to raise your spirits.

Going the extra mile...

In your closet you will find rain jackets and pants for a walk on the beach. If you need rubber boots, just call down to the front desk – they'll be at your door in a jiffy. Have a dog? Your pet is welcome and the staff will be pleased to take “Diesel” for a walk!

Yes, the beautiful scenic photographs gracing the walls, the cozy fireplace, and the tub designed for long, hot soaks make for a most relaxing stay; yet, that's not what wins the Wickaninnish Inn awards. It's the caring, friendly staff and their commitment to the customer. It's their ability to make you feel like you're the only one that matters. It's simply caring.

Now, what is the customer service like in your organization?



Quotes of the Month

“There are no traffic jams along the extra mile.”
~Roger Staubach~

“Being on par in terms of price and quality only gets you into the game. Service wins the game.”
~Tony Alessandra~

“Our greatest asset is the customer! Treat each customer as if they are the only one!”
~Laurice Leitao~

“You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied.”
~Jerry Fritz~

Communication Tip

Tell people what you do want, rather than what you don't want. You'll be more likely to get the response you want. For example:

Rather than saying “Frank, stop interrupting me”, try “Frank, please let me finish speaking. I promise to listen when it's your turn.”

Rather than saying, “No, you can't have any dessert until you finish your supper”, try, “Yes, you can have dessert as soon as you finish your supper.”



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