

Random Acts of Kindness

Great customer service is about building relationships—great relationships. It seems obvious, yet many forget. The easiest way to develop great relationships is to figure out how you can help others.

Let me relate an experience. It started out as a beautiful evening. My friend and I had a terrific meal at Barberian's and shared lots of laughs over personal experiences. Stepping out into the summer night, we were met with a downpour. Unfortunately, my hotel was quite a few blocks away. Looked like I'd have to catch a cab.

We waited a while and no cabs! We walked over to Yonge Street (half a block away) and still no luck. So it was back to Barberian's to call a cab.

The owner was extremely helpful. He suggested I wait a moment while he went to get his car . . . he would drive me back to my hotel! In the end, it was one of his customer's cars that we used—it was simpler than having to move all the cars to get his own out. Wow! Did that make my day! And did that make me a loyal customer, too!

Random—meaning unplanned—acts of kindness are nice things you do for others. It's easy . . . simply look around and see what nice things you can do for someone. It doesn't have to be costly. It just needs to show you care.

Here are some suggestions:

- ◆ Bring a cold glass of water to customers on a hot day; hot chocolate on a cold day.
- ◆ Have a kid's play area where parents can watch them while conducting their business.
- ◆ Send five hand-written notes a day to let customers know you're thinking of them.
- ◆ Take your customers to the area they are looking for rather than just pointing the way.
- ◆ Learn to say "good morning" or "good afternoon" in your customer's language.
- ◆ Send articles, newspaper clippings, or things that might be of interest to them.
- ◆ Provide an umbrella (or a ride) on a rainy day.

What can you do to make your customer's day? Don't just think about it. Do it!

The Little Things Can Make All the Difference

We're not all detail-oriented. Some of us are "big picture" people. It's good to remember, though, the little things can have the biggest impact. One little detail that can say mighty good things about you is your punctuality.

Showing up when you say you will lets others know you care about their time and effort, you respect them, and you live up to your word. That's a much better message than, "I don't care about your schedule or the effort you put forth to be on time" or "Being on time is more than I am capable of."

Taking care of the little details will boost your image in the eyes of others, and who doesn't want that?



Employee Rewards

Consider awarding a prime parking stall for a month to the employee who meets a specific goal set out by management. It might be a good idea to get input from employees on what could be rewarded. They may come up with ideas that you hadn't thought of.

You could also make it a reward for something goofy, like wearing the ugliest (but still work appropriate) shoes, or having the most unusual desk accessory. Switch it up each month and have fun with it.

Accolades

"I just wanted to tell you that I really appreciate these newsletters. The one page format makes them quick to read and they always offer practical and helpful thoughts and advice. Thank you!"—*Marina Katerberg*

Quotes

"Little kindnesses . . . will broaden your heart, and slowly you will habituate yourself to helping your fellow man in many ways."—*Zadik*

"I could never think well of a man's intellectual or moral character if he was habitually unfaithful to his appointments."—*Emmons*

To **subscribe**, just send an email to subscribe@dimension11.com.

We love to hear from you. Send **feedback** to annette@dimension11.com.