

PowerLines

The Ultimate Consultant Business Report



Mission Possible

The Quest for Superior Customer Service

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Some people say, that in today's marketplace, with so much competition for a customer's business, the only edge you may have or develop is in the way you treat your customers. Customer Service is a little like football, BBQ and motherhood. Almost everyone has something to say about it.

But what is this secret formula, the ultimate key, the supreme recipe for your customer service success?

Unfortunately this undisclosed formula, secret or "divine strategy" doesn't exist. Customer Service means different things to different people. To some it actually means the name of a department.

Let's shed some light on different approaches towards "Superior Customer Service"

Approach #1:

The Customer is Always Right.

This slogan incorporates a simple yet effective way to deal with customer service issues. It puts the customer in a position of security and trust. Studies show that this approach is effective as long as every department knows the rules and procedures to follow and every employee is empowered and trained to follow-up on service issues with a great amount of freedom and rights to make their own decisions.

"Life is service. The one who progresses is the one who gives his fellow men a little more, a little better, service."

Approach #2:

The Customer Always comes Second.

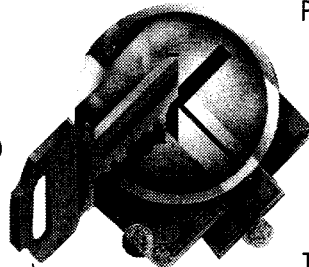
This approach focuses on the importance of happiness in the workplace. In order to create an outstanding customer service environment, **continues on page 2**

Have you ever noticed that as soon as you find the key to success they change the locks?

Dear Members, Fellow Consultants:

This is how some of our members have felt when they discovered the typo in the iNiku Association code in our June issue of POWERLINES. Please accept my sincere apologies. I was trying so hard to make this terrific deal available to you that I didn't even take time out to proofread it as accurately as I should have done. Please let me correct this situation now.

Here is the code you need to use: **Assoc010**



Please refer to the box on the last page of this newsletter to see the instruction to sign on. For all those of you who might have missed out on this deal, please go and sign-up. It's free and it can help you find clients and expand your practice.

This issue of *POWERLINES* is once again filled with hands-on articles on Consulting, Marketing and general business topics such as how to work with designers to create a successful image, how to charge for your services, how to become an expert witness and consultant, and even an article on how to prevent your new business from failing.

I wish you a great summertime and don't forget to heat up the ol' BBQ!