

# Our checklist for delivering customer excellence



Employee Engagement



Leadership & Management



Customer Excellence

If you're looking to grow your business then delivering a great customer experience is essential to:

- 1 Create a brand that articulates the values of your company** in a way that your customers can appreciate. Look to promote your unique selling point ensuring that the benefits of your products and services are clear.
- 2 Develop a promise that excites your customers** – and one that your company can confidently deliver in a consistent way. Customer experience is at every touch point where your customers interact with your company.
- 3 Recruit your employees on attitude.** You can train for skill but will counts for everything. Nurture your talent so they become advocates for your brand.
- 4 Review all your processes and systems** – are they easy to use and customer focused? Map these and make sure you have a defined customer experience to determine your standards of customer service.
- 5 Ensure all employees are well trained** in product knowledge and processes. Equip them with the skills they need to meet and exceed customer expectations. Observe, provide feedback and coach to improve their performance.
- 6 Recognise and reward your employees** for the customer behaviours that you and your customers are expecting. Increased levels of employee engagement are proven to increase levels of customer engagement.
- 7 Create a culture where customer complaints are valued.** Listen to them and treat them as learning points. Log all complaints and look for trends.
- 8 Always be consistent in everything you do** – the only variation in customer service should be when you and your employees exceed your customers' expectations.
- 9 Measure your customer feedback** and look for trends. Avoid 'over surveying', so use your feedback mechanisms intelligently and link them to the other company data that you have.
- 10 Make things as easy as you can for your customers.** These days people are choice rich yet time poor. Most customers don't complain – they just never return.

At Beyond Theory we advise on all aspects of employee engagement, leadership & management and customer excellence. Contact us for more details and/or a no obligation meeting.

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