

10 WOW Customer Service Tips Anyone Can Use

Sandy Geroux

works with individuals and organizations who want to turn their ordinary workplace into an exceptional WOWplace of values, respect, & commitment to service



What Sandy's clients have to say:

After Kissimmee Utility Authority's managers and supervisors heard Sandy Geroux's presentation on delivering outstanding customer service, they were so impressed that they asked that she return to deliver this message to each and every KUA employee. Sandy complied with our request and exceeded everyone's expectations. Sandy puts everything into it... and she has a lot!

- Jim Welsh/CEO, KUA

I thoroughly enjoyed your presentation yesterday. I have seen a lot of speakers, and I mean A LOT, so I'm very jaded and make for a tough audience. I thought you were incredibly engaging and the content of your presentation was totally on the money and absolutely relevant, not to mention that there were things that one could "take away" and implement right away.

- Jason Lawrence/Sales Manager, The Medical Concierge

Before your last session with them I had another speaker the same week and one of the agents said to me after your session, "As bad as that other speaker was on Monday, Sandy made up for him twice over!" Your last seminar "It's My Goal and Who Am I to Stop Me!" was well received and I was most surprised by two top agents in the company who attended. One expressed to me how much she had appreciated your seminar and also said, "I did not intend to stay the entire day as I can't sit for a long period of time and have a short attention span, but I could not leave my seat and ended up staying the entire day and even going without lunch because I was afraid I would miss something." Another top agent's assistant attended the morning session and insisted the agent attend in the afternoon, which she did, and later told me... "That was the most practical information I have heard in a long time, and easy for me to implement in my business, I'm sorry I missed the morning session." Anyone who doesn't take advantage of your programs is missing a great opportunity.

Kathy Collings, CRB, CRS

Dir. of Trng & Prof. Growth, F.C. Tucker, Indianapolis, IN

Sandy made the seminar so rewarding for those who attended. She is so powerful a speaker, she gets you emotionally enthralled with her lively enthusiastic presentations. She made us not want to have breaks or lunch, and to continue beyond the allotted time!

The Corbett Team, The Buyers' Choice, Lincoln, RI

10 tips for providing WOW customer service and creating loyal customers NO ONE can take away!

1. Listen carefully to your customers. Determining what they really need may be more than a matter of just asking them what they *think* they want or need. Listen for the need beneath the words.
2. Follow up: remember that you never get a second chance to make a SECOND impression! Impress them with your follow-up as much as you did when you first met.
3. Keep in touch with past customers and clients regularly.
4. Don't become so dependent on technology that you forget the human connection.
5. Keep track of your customers' ordering patterns. Anticipate their needs and offer to put them on a proactive shipping schedule.
6. Notice changes in your customers' spending patterns. A drop in ordering could indicate a problem you can correct before it becomes irreversible. Call old customers who no longer order from you to find out why they left, and how you can win them back.
7. Make sure your customer service policies really serve the customers' needs.
8. Truly empower your management team to implement your customer services policies.
9. Always offer a service, advice or other useful information in your newsletters, post cards and correspondence.
10. Remember that our customers are the reason we are all in business!

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