Customer Pet Peeves

- Rude or indifferent employees
- Un-empowered employees – sorry, I can’t help you with that, you will have to come back and talk with our manager.
- Missing deadlines – don’t promise what you can’t deliver.
- Being put on hold – try to eliminate or minimize this.
- Customer service lines being busy – add more lines or more people.
- Difficulty with exchanges – make it easy to do business with your company.
- Pushy sales people – don’t hire them; don’t keep them.
- Unqualified or untrained staff – train, train, train.
- Faulty products – Quality is the foundation of customer satisfaction.

Customer Service “Facts”

- Dissatisfied customers tell, on average, ten other people about their bad experience; twelve percent tell up to 20 people.
- Satisfied customers will tell, on average, five people about their positive experience.
- It cost five times more money to attract a new customer than to keep an existing one.
- Up to ninety percent of dissatisfied customers will not buy from you again, and they won’t tell you why.
- Ninety-six percent of dissatisfied customers do not complain of poor service – they don’t think anyone cares or that it will do any good, not worth the stress, afraid to, don’t want to embarrass the person they’re with, don’t know where or to whom.
- Ninety-five percent of dissatisfied customers will become loyal customers again if their complaints are handled well and quickly.
- Customers are willing to pay more to receive better service.
- The same skills that lead to increased customer satisfaction also lead to increased employee productivity.
- Good service leads to increased sales/business

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