How to Become More Customer-Oriented

- Secure the commitment of the entire organization – commitment to customer service must start at the top and be reflected throughout the business.
- Train everyone in the business – it is not realistic to expect people to do what they are not trained to do.
- Identify what constitutes superior customer satisfaction for your customers – there are many things customers expect and value. By missing any one of them you may lose a customer for life.
- Focus on creativity and innovation – regular evaluation enables your business to decide if you should improve, modify, or abandon certain practices. There is a real payoff for applying creativity and innovation to the way you do things.
- Involve customers – one of the best ways to determine what constitutes superior service is to ask the customer. The customer is, in reality, your ultimate source of input and feedback.
- Consciously create a customer service culture – then hire, train and retain customer-oriented employees.
- Brainstorm ways to improve customer satisfaction – sometimes you need to break out of traditional thinking and come up with new ways of doing things. Regular brainstorming with your employees can result in a steady stream of new ideas for improvement that can be integrated into your customer service.
- Recognize those who deliver superior customer service – when employees who go the extra mile get recognized, the rest of your staff gets the message.
- Recognize customers as lifetime partners – remember the customer’s value to the business is much greater than an individual transaction. What counts is the value of a lifetime of transactions, and the ability of the customer to recommend your business to new customers.

Three R’s of Customer Service

- Results – your customers expect superior results from your product or service.
- Relationships – your customers expect a relationship that is consistent with their value system.
- Resource – your customers expect you to be a resource to help them solve a problem or improve their situation.

Courtesy: Training resources developed by University of Missouri Extension Community Development Specialists:

Larry Dickerson                    Connie Mefford
DickersonL@missouri.edu            MeffordC@missouri.edu
573.445.9792                      660.438.5012

Georgia Stuart-Simmons                 Richard Proffer
StuartSimmonsG@missouri.edu          profferrd@missouri.edu
660.747.3193                          573. 243.3581