

# The Seedling Sheet



## 06: Knock their Socks off Customer Service

### The Essentials

Great customer service starts on the inside of a business, with the people who work there. It is essential that they not only understand what great customer service looks like, but that they are also highly motivated to deliver it consistently. Most companies would claim that they give 'great service' but what does that actually mean? A business needs to start the customer service journey by establishing just what great service means for them. Is it all about speed? About fun? About expertise? About delighting people? It can be all of these things, or none. Only then can a business make sure this is 'in the muscle' of everyone, through regular communication, training and incentivising the staff to knock the socks of their customers with truly brilliant service.

### If you do one thing about customer service...

...then create a Customer Service Charter, or Customer Service rules, or whatever title suits your organisation. This is a set of guidelines created by the whole business that define just what great customer service means for you.



Firstly, get a group of staff or the business together. Brainstorm all the ways in which you do - or would like to - give amazing service. Think about how your business values inform the type of service you will give.

Then think about your customer types - it can help if you write a short description or profile of each type. Put yourselves in their shoes and think about what type of service that *they* want from you.

Now draw up a final Customer Service Charter for your business.

Then you need to ensure that the processes are in place to support delivery of the Customer Charter, before implementing it.

The Customer Service Charter should be a key tool for your business, so include it in status meetings, performance management reviews and sales pitches to make it part of your business's lifeblood.

### Want to know more?

The Business Allotment can help you understand what your knock their socks off service means for your business. **Knock their Socks Off Customer Service** is a 2 hour module to set you on the journey to creating a culture of amazing service that delights customers, builds a loyal customer base and helps build a positive, engaging brand.

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