

A process for keeping it going

Daily review

- Did I think “Customer! Important!” before talking to them?
- Did I make a little extra effort with at least one customer today?
- Did I ask myself “Why did that problem happen?” and do something about the underlying cause rather than just put it right for that particular customer?
- Did I handle the difficult customers well, if there were any?

Monthly review

- What is annoying our customers most at the moment?
- How are we finding this out? (What are we doing in the way of surveys, both of users and non-users of our organisation?)
- Have we improved anything on customer care this month?
- Are the changes we are bringing in to the organisation making life better for our customers, or just for us? (Cutting costs isn’t enough – service has to improve as well, or at least not be affected by any changes).
- Have we compared ourselves with any of our competitors recently?
- What are we doing in the way of little things to really delight our customers at the moment? (Giving them more than they expected).
- Have we done a “mystery shopper” recently? (Getting a friend or other outsider to try the service and report back to us on their experience).

