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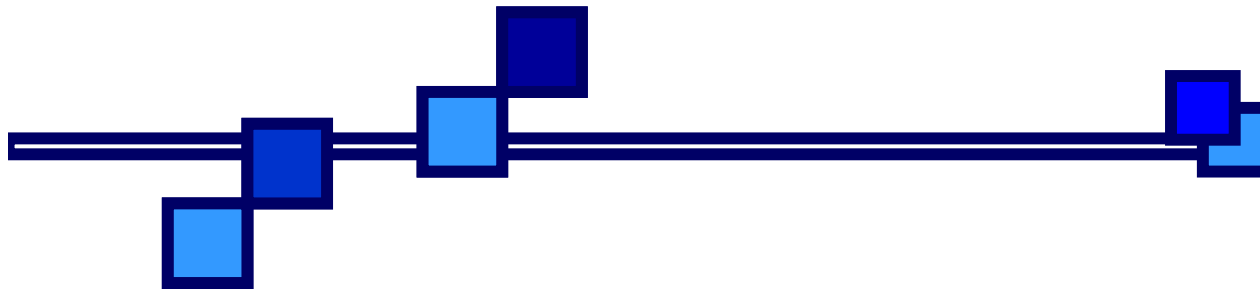


DISTINCTIVE SERVICE

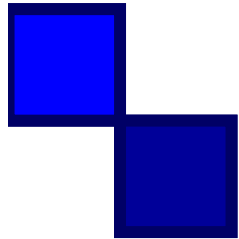
Mark J Peters



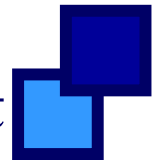
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Successful service-centered organisations have planned to be service distinctive, set high quality as a goal, and worked consciously and conscientiously toward that goal.

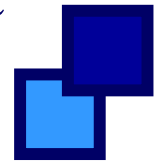
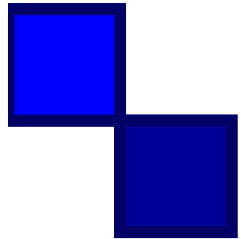


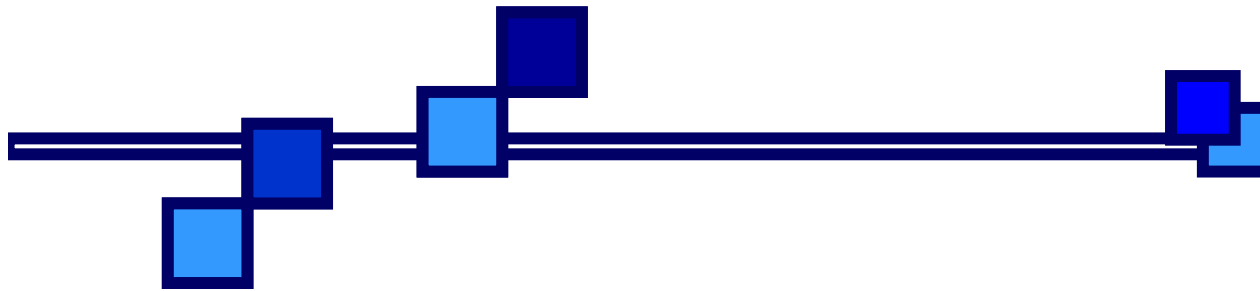
There are at least five things, all very operational, that seem to distinguish successful service-centered organisations



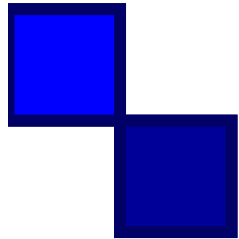


- 1. They listen to understand, and respond to the evolving needs of their customers.**
- 2. They establish a clear vision of what good service is, communicate that vision to everyone, and ensure that service quality is personally important to everyone.**
- 3. The established concrete standards of service quality and regularly measure themselves against those standards.**

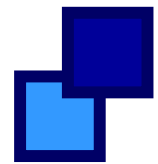




4. They hire good people, then train and empower them to work on behalf of the customer. They ensure that employees have the tools, skill and knowledge they need to meet the service standards.



5. They recognize and reward high quality service accomplishments, taking care to celebrate employees who go “one step beyond” for customers.



KEY 1



Listen & Respond to Customer Needs

There is no “best way” to listen to customers and no such thing as paying too much attention to customers; options and ideas. The only cardinal sin is to do nothing. Listening and responding to customers means finding out what customers like and dislike about your products and services.



KEY 2



Define a Service Strategy

A service strategy is a distinctive formula for delivering service. It is keyed to all well-chosen benefit premise that is valuable to the customer and that establishes an effective competitive position. The service strategy is used to communicate a common understanding of quality service and service excellence throughout the organisation. And it acts as a touchstone for decision-making.



KEY 3



Set Standards and Measure Performance

A commitment to service quality without a commitment to standards and measurement is a commitment to lip service, not customer service. With customer-focused standards and satisfaction-based measurement you have a better than even chance of creating a dynamic, information-based service delivery system that can be tuned and refined to customer expectations.



KEY 4



Train and Empower People

In the last analysis, what happens between your front line employees and your customers is a critical point of service quality. Ensuring the success of that transaction means hiring good people, training them thoroughly, and managing them in a way that encourages them to go “one step beyond” for customers when the situation warrants.



KEY 5



Recognise and Reward Accomplishment

Employees must be publicly recognized and tangibly rewarded for their efforts on behalf of the customer. Recognition of employees who go “one step beyond” for the customer reinforces your organisational culture, motivating other employees to strive for even greater heights and ensuring that the delivery of high quality service remains the norm, not the exception.

