

## Universal Lighting Services Ltd - What Every Customer Can Expect

1. We know who the boss is. The customer is the boss. It is only by knowing what the customer wants that we can effectively give the best possible service. If we listen to our customers they will let us know what they want and how we can provide them with the service they deserve. We never forget that the customer pays our salaries and without them we would not exist.
2. Listen. Always take the time to listen to what the customer is saying. Ask relevant questions and listen to what they are really saying, not what you think they are saying. Listen to their words, their tone of voice and be aware of how they feel. Do not make assumptions and cut the conversation short by making an early judgement thinking you know what the customer wants. Do you know the three most important things that the customer wants? If in doubt, ask them what they would like you to do for them. Effective listening and attention to the customer are key elements and should always be adhered to.
3. Identify the customer's needs. People do not just buy our products. They also buy good feelings from someone who can supply solutions to problems. Buying from us should feel good emotionally in addition to them getting an excellent product at the right price. People do not buy on price alone.
4. Every customer is important and appreciated so why not make him or her feel as if they are? Treat them all as individuals. Always use their name, listen and be sincere. People value sincerity, not the hollow 'have a nice day' but in relation to them as an individual. Thank them for taking the time to enquire, even if they never buy from us and are only after advice. Thank them for their order if they do buy from us and explain fully the process that will be adopted in processing their order. Communicate regularly in person to update the progress of their enquiry or order.
5. Help customers to understand how we do things. Do not use office speak. Explain clearly how our systems work and how they ensure things go smoothly in plain language that they will understand. Explain that we still retain the human element, that things are not fully automated and that we still value personal contact.
6. Never under estimate the power of the word 'yes'. When a customer makes a reasonable request, say yes whenever possible. If it is not something that has been asked before, speak to a manager and look for ways that it can be achieved. If it is not possible, explain fully the reasons that it cannot be done. It is not enough that it is 'against company policy' there should be a good practical reason why the request cannot be complied with. In any every case, always do what

you say you are going to do and let the customer know when it has been completed.

7. Know how and when to apologise. If you make a mistake, apologise for it and agree with the customer how you are going to rectify the issue. Deal with the problem immediately and inform the customer as soon as it has been resolved. If the customer wishes to make a complaint, take their complaint promptly and inform a director of their complaint as soon as possible. Value complaints as they can help us to further improve our service and to ensure that we don't make the same mistake twice.
8. Give people more than they expect. Our future relies on keeping our customers happy. If we don't they will simply go somewhere else. What can we give a customer that they cannot get elsewhere? Service, selection and security are the foundation of our company and should be paramount in all dealings with our customers.
9. Get feedback from customers whenever possible. Ask them how we could improve our service or aspects of our website and listen to what they have to say. It is a fact that you cannot keep everyone happy all of the time but by listening to customers suggestions we can make sure that we get it right first time as often as possible.
10. Treating our staff well and letting them know they are appreciated is important too. They are our internal customers and need to know when they are doing a good job and not just get feedback when they get it wrong. If we treat our staff with respect then they are more likely to have a higher regard for our customers. Appreciation and company ethics stem from the top and include how we treat staff and customers alike.

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Author: Sye Yehya

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