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Excellence in Customer Service in India

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INTRODUCTION

Customers are the judges of any organisation, of their products and of their service. Customers let us know their feelings not with Customer satisfaction ratings, but with their feet or their buying power. They judge the Company based on the experience they have of you, your products and your service. All of these are important, but the most powerful influencer is the experience customers have of the company and its employees.

For example, they may evaluate the quality of the product, or its value for money. But they will also notice the car park and the ease of access, or the cleanliness of your display area. They will certainly notice the responsiveness of your staff, their courtesy and helpfulness. They will even judge your Company on the way your staff talk to each other, and relate to your Manager. It all counts!

A service is any act or performance one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or may not be tied to a physical product. Increasingly, however, manufacturers, distributors and retailers are providing value-added services, or simply excellent customer service, to differentiate themselves. A service must have four distinctive characteristics that greatly affect the design of marketing programs: intangibility, inseparability, variability and perishability.

Service can be provided by government sector, private nonprofit sector, business sector, manufacturing sector. Infact they make up a “service factory” providing services to “goods factory” and those in retail sector such as cashier, clerks, sales-

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people, and customer-service representatives, are also providing a service.

Providing customer service excellence is what will keep your customers coming back.

Customer service excellence will give you the competitive advantage you need to survive in a tough and increasingly uncertain business climate. In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How we handle our customers can directly affect our individual goals as well as our team's and company's performance.

Customer Service Excellence can be defined as a positive experience plus an extra 10%. A negative experience is one that will drive the Customer away – rudeness, long queues, lack of responsiveness, and abruptness on the telephone. A positive experience is that perfect experience – fast, efficient, pleasant, helpful etc. But positive is not enough! People do not remember perfection; it is not a memorable experience. What they remember is the very bad or the very good. So we need to create a perfect experience plus something extra – going the extra mile, or a very personal experience.

***Customer service excellence = perfect experience+10%
(Something Extra).going the extra mile.***

A broad outline of research paper: a summation

1. Steps in building customer excellence.
2. Recommendations for improving customer service and bring excellence.
3. News updates of customer excellence.
4. Suggestions which can be treated as business idea.
5. References.

1. STEPS IN BUILDING CUSTOMER EXCELLENCE

1.1 - Assess the characteristics of service:

The services have unique characteristics which make them different from that of goods. The most common characteristics of services are:

Intangibility Services are activities performed by the provider, unlike physical products they cannot be seen, tasted, felt, heard or smelt before they are consumed. So, as a result of this, the services are not known to the customer before they take them. The service provider has to follow certain things to improve the confidence of the client:

- The provider can try to increase the tangibility of services. For example, by displaying a plastic or a clay model showing patients an expected state after a plastic surgery.
- The provider can emphasize on the benefits of the service rather than just describing the features.

Not all the service product has similar intangibility. Some services are highly intangible, while the others are low i.e. the goods (or the tangible component) in the service product may vary from low to high.

For example: Teaching, Consulting, Legal advices are services which have almost nil tangible components; While restaurants, fast food centers, hotels and hospitals offer services in which their services are combined with product (tangible objective), such as food in restaurants, or medicines in hospitals etc.

Inseparability Services are typically produced and consumed simultaneously. In case of physical goods, they are manufactured into products, distributed through multiple resellers, and consumed later. But, in case of services, it cannot be separated from the service provider. Thus, the service provider would become a part of a service.

For example: Taxi operator drives taxi, and the passenger uses it. The presence of taxi driver is essential to provide the service. The services cannot be produced now for consumption at a later stage / time. This produces a new dimension to service marketing. The physical presence of customer is essential in services. For example: to use the services of an airline, hotel, doctor, etc a customer must be physically present.

Inseparability of production and consumption increases the importance of the quality in services.

Perishability Services are deeds, performance or act whose consumption take place simultaneously; they tend to perish in the absence of consumption. Hence, services cannot be stored.

The services go waste if they are not consumed simultaneously i.e. value of service exists at the point when it is required.

The inability of service sector to regulate supply with the changes in demand; poses many quality management problems. Hence, service quality level deteriorates during peak hours in restaurants, banks, transportation etc. This is a challenge for a service marketer. Therefore, a marketer should effectively utilize the capacity without deteriorating the quality to meet the demand.

Variability Services are highly variable, as they depend on the service provider, and where and when they are provided. Service marketers face a problem in standardizing their service, as it varies with experienced hand, customer, time and firm. Service buyers are aware of this variability. So, the service firms should make an effort to deliver high and consistent quality in their service; and this is attained by selecting good and qualified personnel for rendering the service.

1.2 - Understand the importance and benefits of customer service excellence

Customer service is the lifeline of any business. Business owners spend large amounts of time and money to win new customers but yet they don't do much to insure that the customer is well taken care of once they arrive. Making sure your new customers turn into loyal customer is critical to a company's success. Loyal customers create "word of mouth" advertising which is the best form of marketing a company can do.

Excellent customer service provides different benefits. Some of them are defined below:

- Higher return rate as cost of sales decreases and profits goes up
- Secure an overall competitive advantage
- Professionalism
- To gain respect internally and externally
- Enhance customer relationships or good public relations
- Deliver better, faster and increase customer satisfaction through this customer service training
- Learn how to gain repeat business.

- Know what customers expect.
- Increase your credibility with customers and your value to the organization.
- Manage stressful situations more effectively.
- Recognize the signals of customer irritation and how to respond appropriately and assist in quickly finding a workable solution to your customer's problem.

1.3 - Research the customer needs

A research-based framework for identifying and consolidating customer expectations, and communicating those expectations to employees is required.

First we need to understand that what exactly our customer wants. And how can we really give our Customers What They Want?

The problem is that most of us business people simply cannot comprehend the reasons why these people really need our products! Different customers perceive different utility factors in the product as an appealing factor.

The second part of the problem is that we are constantly giving more focus on pitching for sales. We are being bombarded with pitching wherever we go; from our first breakfast radio show to the last commercial break at night the problem is **the customer is not really looking for the best product with the most advertisements.**

As an example, let's consider selling a weight loss treatment. Just how easy is it to sell weight loss program? Everyone you meet- even those who are in their ideal weight- seems to be concerned about their weight, their health and how they look. So does this mean that you need to just produce a catalogue and they'll be handling over their credit card in no time?

Not quite. The good news though is that you know that your customers still has a need. In this case, they still have a problem of being overweight. So why don't you connect to that person directly, without even mentioning that you have a product to sell. You can give them some exercises and diet ideas, as well as some healthy ways to achieve their desired bodies. Let them know that you understand their situation and you can help them. Now when they think they have already achieve the result that they want with your help, and they want to continue that weight loss path- they

will give you a call for you already established yourself as an expert in the field of losing weight.

Another example: The problem is that hamburger and fried chicken are simply more appealing than a healthy alternative. So the killer pitch you have, proclaiming about the amount of nutrition in your products, how much healthier they can get and how much saving they can get on these products- is really going nowhere, because all the time, **they are thinking how much better a hamburger tastes.**

1.4 - How to achieve and maintain excellent customer service

The first and foremost step which is taken in achieving and maintaining service excellence is preparing blueprinting:

1.4.1 The Blueprint for Service Excellence

Service blueprints could be described as service roadmaps -- tangible, visual documents that lay out where and how customers and companies interact. More specifically, blueprints are information-laden documents made up of many components that, when drawn up together, can help make customer-company relationship and the customer experience crystal clear. It may sound complicated, but it's not: Essentially, when companies create services blueprints, **they are mapping out all the various interactions and actions that occur when customer and company meet.**

The idea behind services blueprinting is fairly simple: Companies put themselves in their customers' shoes to find out what's working, what's not, and what needs to be changed.

The technique is called "services blueprinting," and according to a new paper from three W.P. Carey researchers, the method offers a surprisingly flexible means of helping companies understand **how well, or not, they are serving their customers.** That's **because services blueprinting focuses first and foremost on the customer experience.**



It details the elements of a successful service strategy and service plan for an organization, division or department.

Achieve the Benefits of Service Blueprinting

- **Increased service revenue** - service meets defined customer needs, and the value proposition is understood
- **Rapid time to market** for a new service – “rapid service prototyping”
- **Reduced cost** for delivering the service – lower cost of poor quality; more efficient delivery through better service design
- **Alignment of the organization to achieve Breakthrough Service Performance**

1.4.2 Service quality

Service quality refers to an attitude formed by a long term overall evaluation of a firm’s performance. Customer satisfaction and service quality are closely related. It can be said that satisfaction assists consumers in formulating a revised opinion about their service quality perception.

Service quality happens to be the only way of differentiating the different service providers. Examples could be many bank branches in the same area in a city.

Failure gaps in service quality:

- **Service gaps:** refers to the difference between customer expectation of service and his perception of the service actually delivered. Before a service provider makes attempts to close the service gap, it should also close the other gaps:
- **Knowledge gaps:** Difference between what consumers expect of a service and what management perceives the consumers to expect.

- Standards gap: Difference between what management perceives consumers to expect and the quality expectations set for service delivery.
- Delivery gap: Difference between quality standard set for service delivery and actual quality of service delivery.
- Communication gap: Difference between actual quality of service delivered and the quality of service described in the firm's external communications.

1.4.3 Defining and Building Superior Service Recovery

It Introduces definition of Service Recovery, Service Recovery processes and techniques.

Service recovery: A firm's reaction to a complaint can result in customer satisfaction and goodwill if it is addressed quickly and properly. This is often referred to as the service recovery. A service provider can consider the following **aspects to effect service recovery:**

- Measure the costs: cost of losing and benefits of keeping existing customers as opposed to chasing new customers should be evaluated.
- Encourage complaints: encouraging complaints from customer survey focus groups and monitoring the service delivery process can ensure customer satisfaction during the service encounter.
- Anticipation: service provider must anticipate where failures might occur in the service delivery process and attempts to minimize the same.
- Quick response: when a service failure occurs, the company should respond fast. This is where the recovery effort will be successful.
- Employee training: employee should be trained to attend to customer needs and help service recovery efforts.
- Empowerment: this requires that the frontline service personnel have due authority to address customer complaints, instead of waiting for management approval.

- Close the loop: provide feedback to the customer about his complaints and assure him that such failures will not occur in future.

1.5 - Strategies for improving customer service

Basically each and every customer considers following aspects while availing any service:

- Reliability of staff
- Responsiveness of staff
- Assurance of staff
- Staff empathy
- Tangibles

There are various methods and strategies of creating customer excellence in any organizations:

Adhere to these principles of excellence in customer service and your customers will keep coming back for more! Various strategies which can be followed are as follows.

Effective Leadership Processes and Measures

An effective Leadership will have processes to discuss, monitor and measure Best Practice with Customers. They will have project Teams seeking to find that extra 10%, that extra positive experience for their Customers. They will use tools, like mapping the Customer's Journey through the Company, to generate ideas at each contact point – always seeking the opportunity to make life easier or more pleasant for the Customer. Quality and process improvement is top of their agenda, and they give quick recognition to employees who demonstrate valuable improvements.

Customer Service Training – Small Investment with Big Pay-off

Companies often assume that investment in Customer Service Skills Training is a waste of money! It is unfortunate that these Companies do not ask their former Customers for their view! Everyone can give examples of 'bad' Customer experiences that would amaze the Company Leadership. Training plays a key part in achieving the higher revenue for company.

Customer Service Excellence is about processes, knowledge and behaviors. Good Customer Service Training should address each of these 3 elements, whether this is internal or external training.

Above all, training adjusts the priorities and aligns the focus of all personnel, whether Customer Service, Sales, Administration or Managers. It helps all to have a pinpoint clear focus on what they want to achieve with each Customer. They align to their shared purpose of keeping Customers coming back, and they learn the importance of their role in ensuring Company success.

Continuous Improvement and Best Practice

Customer Service Excellence is about managing, meeting and exceeding expectations. Customer Expectations are constantly changing, the bar is forever being raised. This means that Teams at all levels in the Company must respond to this by continuously seeking to identify opportunities to 'exceed'. Teamwork sessions held quarterly to brainstorm and generate improvement ideas are essential to achieving excellence. The Customer Care Teams themselves should be encouraged and empowered to continuously seek out Best Practice, to review and improve. Achieving Customer Service Excellence is a continuous process that should be energetically pursued by all in the Organization.

1.6 - Training the staff to deal effectively with your customers

Some blame it on the economy, and some blame it on stress but the real reason for the lack of great service is due to the people providing it. If you need to improve customer service within your company, then immediately start with your staff and the **three main points of interaction**:

In person: SMILE. Happy staff means happy customers. Make sure your staff notices the customer's presence immediately and welcomes them. It is important that the staff is being friendly, supportive, and caring towards the customers' needs at all times. If they are unable to assist the customer, make sure they are given other options or send someone over who can help them immediately.

On the phone: Be professional and speak clearly over the phone. Never place a customer on hold for more than a minute. If you need more time, let the customer know you will be putting them on hold. Always return phone calls in a timely manner and have answers or discussion topics prepared before you call back.

Through e-mails: It is possible to appear rude via an email, so return emails within a day and never type in all CAPS. Include a professional signature at the end of your emails listing your contact information if the customer should need to contact you. Spell check is extremely easy to use and it is necessary in maintaining a professional image. Literacy is a good thing!

1.6.1 - Communication skills and etiquettes

Promptness

- Answer a customer inquiry line by the 3rd ring
- Reduce order processing times to 24 hours or less
- Make sure that you are there for clients. they should be able to reach you at any time, call back shortly.

Treatment

- Treat a customer the way you want to be treated
- Treat all customers equally – new prospects, repeat clients, online, in-person etc.
- Develop relationships with your customers so that they feel special
- Use positive language – compliments, highlight strengths, frame everything in a positive light
- Make things easy for the customer as much as possible
- When a mistake is made – apologize, fix it happily, quickly and liberally and resolve to not have this happen again
- Don't underestimate the power of word-of-mouth advertising. Bad service is talked about as much as good service.

Product knowledge

- Know the differences between product lines and models
- Understand what has been improved upon or changes with the new model

- Be able to speak to the benefits of the product – specifically, how it saves time, money or energy, solves problems or brings pleasure
- Offer the customer the least expensive option that meets their basic needs and then let them know clearly what a higher price can offer them

Listen

- Be a detective searching for clues as to what the customer wants
- Don't waste a customer's time focusing on what you want, not what they want
- If you show them a product or service and you get a negative reaction, ask questions and listen carefully as to why they did not like the suggestion
- **Problem solving skills:**
- Act quickly, understand the problem, identify the cause, propose solution, and solve the problem.

1.7 - Monitor and control

Once you have established an ongoing training programme for dealing with the customers, you need to find a way to monitor the progress and success of each step of the customer service excellence plan. This could be achieved by feedback methods such as follows:

- Having discussion with the employees
- Monitoring employees' performance
- Administering customer surveys
- By continually measuring it by hiring a third party to perform the inspections
- Sharing the results with their staff on a regular basis, it will help to instill a customer service culture within their business.
- IVR Surveys (toll-free phone number survey), website surveys, intercept interviews are the most effective as ongoing measurements.

Various **points to be considered** while monitoring the service are:

- When employees are aware of such programs they will perform better. What gets measured gets done.
- Each of these feedback methods should be carried out at a regular intervals; not on an ad hoc basis.
- Timely monitoring will prevent problems deriving from neglect, and will send a signal to your customers that you are serious about customer service. Regular monitoring will also enable punctual and necessary adjustments to the customer service plan.

1.8 - Review the customer service plan

Now it the time to review the success of plan. You need to bring it all together and see if the bottom line of your business has benefited. You could design your own chart for measuring the plan's success. **It is very important to get feedback at how a business is doing in terms of customer service?** It is one of the best things a company can do for growth. Gathering feedback from your middle customers is critical. The middle customer is where most customers fall, neither extremely happy nor unhappy. Many times companies feel that if they place comment cards on a counter or have a standard feedback form on their website, this will be enough to gather the opinions and feelings of their customers. However, most of the time this will only give you feedback from one extreme or another; either your raving fans or very unhappy customers. Most people fall in between somewhere. That is where the real feedback is and where you can learn the most about your customers.

You could include the following question to ponder upon:

- Have my profit increased?
- Has my regular customer base increased?
- Are satisfied customers referring new ones?
- Has the customer service plan given my employees a sense of pride and recognition?
- Have employees' recognitions increased or decreased?

After reviewing the organization's market position in respect of customer service, employees are then rewarded and appraised

according to their performance and contribution in providing excellent customer service.

Any business looking to increase service awareness has a number of options. The best is to model customer service behaviors that count, catch employees doing them right, and reward them for it.

The Carrot Principle is a book worth reading. It discusses how the most successful managers use constructive praise and meaningful rewards to motivate employees to excel. One of the best parts of the book is the ideas that are presented in the last chapter. Understanding your own company culture and what will and will not work makes the list even more relevant. While some suggestions require carrots with dollars tied to them, many do not.

While the *Carrot Principle* focuses on recognition to improve performance, there are other issues that cause employees not to do their very best.

These are:

1. Management has not instilled a culture of “customer service” to ensure a satisfactory experience.
2. Sufficient training on delivering an outstanding customer experience is not in place.
3. Staff and managers don’t see the benefits of customer service and don’t understand their role in the process.
4. Employees aren’t happy with working conditions, hours, compensation, assignments, etc.
5. Individuals bring their personal problems to work affecting their on-the-job performance serving customers.
6. There is no empowerment allowing staff them to handle customer service situations immediately versus what has to be escalated to upper management for resolution.
7. Workforce is tired of telling management what can be done to improve service levels for customers and nothing ever happens to change it.
8. Employees with the wrong attitudes and behaviors have been hired.

2. RECOMMENDATIONS FOR IMPROVING CUSTOMER SERVICE AND BRING EXCELLENCE:

Pioneers in conducting academic service research, Berry, Parasuraman, and Zeithaml offer 10 lessons that they maintain are essential for improving service quality across service industries:

Listening: Understand what customers really want through continuous learning about the expectations and perceptions of customers and noncustomers (for instance, by means of a service quality information system).

Reliability: It is the single most important dimension of service quality and must be a service priority.

Basic service: Service companies must deliver the basics and do whatever they supposed to do—keep promises, use common sense, listen customers, keep customers informed, and be determined to deliver value to customers.

Service design: Develop a holistic view of service while managing its many details.

Recovery: To satisfy customers who encounter a service problem, service companies should encourage customers to complain, respond quickly and personally, and develop a problem resolution system.

Surprising customers: Although reliability is the most important dimension in meeting customers' service expectations, process dimensions such as assurance, responsiveness and empathy are most important in exceeding customer expectations for example, by surprising them with uncommon swiftness, grace, courtesy, competence, commitment and understanding.

Fair play: Service companies must make special efforts to be fair and to demonstrate fairness, to customers and employees.

Teamwork: Teamwork is what enables large organizations to deliver service with care and attentiveness by improving employee motivation and capabilities.

Employee research: Marketers should conduct research with employees to reveal why service problems occur and what companies must do to solve problems.

Servant leadership: Quality service comes from inspired leadership throughout the organization; from excellent service system design; from the effective use of information and

technology; and from a slow to change; invisible; all powerful; internal force called corporate culture.

3. CUSTOMER RETENTION AND EXCELLENT CUSTOMER SERVICE ARE INTERRELATED

Excellence in customer service results in retaining customers and retained employees contribute a lot to any organization which in turn encourages any organization to strive towards the excellence in customer service. Retained customers are also known as repeat customers. **20% of the repeat customers provides or generates 80% of the revenue.** There are various **tips to retain customers** through providing something extra, innovated, new or differentiated customer service which are as follows:

- Bring fresh flower or gift certificate for your new clients. A nice floral arrangement only cost around \$9 in your local grocery.
- During special occasions like Diwali, Holi, Dasherra and Thanksgiving, leave a coupon for a free extra service or a discount on their next cleaning.
- Always be professional in everything you do. When answering the phone, introduce your company, your name and ask for the business. Example: “Smith’s Personal Cleaning, This is Tommy, how can I help you?”
- This also applies when replying to email. Be polite, friendly and professional. Always include your signature in emails.
- When giving estimates to potential clients, be prepared. Always bring your business card, list of services you provide for different types of cleanings, references and your residential cleaning checklist.
- Be confident. Clients love dealing with confident people. It makes them feel secured and relieves them from worries.
- Great customer service can make generate your company more sales and increase the chance of repeat customers. You want your customers to leave the store feeling that your company has great customer service

and have the desire to return to your company in the future for any other purchases.

- Make sure your company offers to carry out items to the customers' vehicle after the purchase is made. This will stand out since it is quite rare to find companies that do this anymore. They will remember this when you offer to carry out any items for them. Senior citizens especially appreciate this offer.
- Make returns as easy as possible. When a customer can return an item for store credit or cash back smoothly then it stands out in the customers' mind. You want them to feel like that it isn't a hassle to get items returned at your company.
- Be kind and friendly to all customers. You need to greet them when they show up to the company and offer to help them find anything. Make sure to tell them to have a wonderful day after each purchase. You want the customers to have a good impression of the company.
- Offer drive up service to customers so they can just drive up to get their items loaded into their car at your company. This is a great way for staff to make extra tips and also improve sales since customers know that they have the option of a drive up service.
- Make sure customers can call your company without having to go through an automated system. Make sure that your staff will answer their phone call immediately and able to help them.
- Your staff can remember repeat customers names to make them feel important. They will be amazed when greeted by their name from staff at the company. This also shows to the customers that you care about them enough to remember their name.
- Your staff can also have items already prepared and ready for customers that usually orders the same thing. This shows to them that you pay attention to what they order and that you remember it. Customers are usually impressed by it.
- Your company can also give out special discounts to regular customers. This will make them feel more special and will want to purchase from your company

again in the future. They will remember the discount that they receive just for shopping there so many times.

- Call the customers to remind them when their order is prepared with all the items that they purchased. They will appreciate it when you call them to remind them that the items are available for them to pick up. This is another way to show your customers that you care.
- Suggest a cheaper price of a product or service for them to save money. They will love the fact that the staff is being honest with them. It shows to them that you are helping them save money and that you care about them enough to suggest a cheaper price for certain items.

4. NEWS UPDATES RELATING TO CUSTOMER EXCELLENCE

Maruti: “Our strength is our after sales service. We (Maruti) have more than a thousand service stations spread all over India. We are proud of our workshops in Delhi. Our real relationship with the customer starts only after he buys the car from us. That is the core point, the backbone of our success.” Says Raj Chopra, MD of Maruti Automobiles.

Indiatimes: Indiatimes as a portal was given a special award since its voice service was launched only in July this year. 'Best Customer Reach' award. ScanSoft, a US-based provider of speech and imaging solutions gave this award

Indian companies rank top among global peers in employee satisfaction: A research arm of leading global HR solutions provider Kenexa started some research work resulted in some findings which is part of a report, 'Driving Success through Performance Excellence and Employee Engagement'.

The report is based on two employee-based indicators of business success, which can be used to measure and monitor a firm's state --the Performance Excellence Index (PEI) and the Employee Engagement Index (EEI).

"The higher the scores on these two indices, the better positioned employees are to deliver the organisation's value proposition. By improving their scores on these indices, organisations can improve their business results," Kenexa Research Institute executive director Jack Wiley said.

5. SERVICE CONSCIOUS COMPANIES

- At **CiCi's Pizza**, managers and staff are coached heavily that the "**WOW**" principle is the rule. This principle states that if the customer leaves the restaurant without saying to himself "WOW!," then to some extent the restaurant has failed him. How do their people achieve that goal?

Certainly, they are radical in the areas of quality of product, quality of service, and cleanliness of the store. The managers are given a checklist, and during the course of each hour the store is open the checklist must be followed from the front of the store to the back. Employees are trained that whenever anyone enters the store, everyone possible is to shout out "Welcome to CiCi's!"

- When Sam Walton was alive, **Wal-Mart** had a firm policy that every employee who came within ten feet of a customer was to smile, say hello and ask if he or she could be of service. Failure to do so was grounds for negative action, to and including immediate dismissal. Sam taught that the customer could fire everyone from the top down just by taking his business elsewhere. The stores at that time took pretty much anything back without a lot of hassle. In the Wal-Mart museum in Bentonville are some items Sam himself took for exchange or refund that Wal-Mart did not even sell!
- At **Taco bell** cashiers are empowered to make certain adjustments for customer satisfaction such as replacing an item or an entire order if necessary. Everyone is expected to listen to a complaint without critiquing, apologize for the inconvenience, ask the customer what it would take to make him satisfied with the store, and thank him for his continued business. The stores maintain a complaint book, and a customer is required only to have his receipt, to have called in the complaint within a reasonable time following his visit to the store, or if the food was defective to produce the food item itself.

6. WHAT A MESS?

Loyalty status – all the **cosmetic companies** portrait to be very lavishing but after purchase they are unable to prove their tags

For example, **Dyna Beauty Soap**

There was no positioning, no segmentation still they were on the air. The base line “*Be a lady*” conveys no meaning at all. The TVC just shows a famous film actress, Katrina Kaif, using Dyna Beauty Soap. That is it. So can Dyna survive as being “Just a lady” + Actress Katrina Kaif?

Many other companies like **Wipro** proved to be a massacre due to a service drawback. The tag line “*Applying thought*” does not apply any thought over the services provided to the customers.

7. THINGS TO PONDER

- If a customer recognizes you on the street and relates a bad experience with your organization, listen closely. He is not likely to say "that store/company." No, he is more likely to say "your store/company." He associates you with the organization, so you have a personal stake in everything being the best it possibly can be.
- Internal customer service affects external service. To really walk your service talk, your commitment to internal customer service must match your company's external focus on customer care. Customer service occurs within your organization as well. How well does staff serve its internal customers: other departments, its management, vendors and consultants? Believe it or not, it all counts. Internal customer service refers to service directed to others within your organization. It refers to your level of responsiveness, quality, communication, teamwork and morale

8. SUGGESTIONS WHICH CAN BE TREATED AS BUSINESS IDEA

Taxi Service for Women, By Women

This idea has been generated from Pink Taxis: Taxi Service for Women in Moscow. Entrepreneurs across the globe have

recognized the business potential in offering secure transportation options for women. Women-only transportation companies are gaining ground in countries such as the United Kingdom, Lebanon, Iran, Egypt, among others.

Women are looking for a more secure and uneventful ride to their destinations, particularly taxis. There are many cases of women being harassed by male taxi drivers, and seeing women drivers give other women confidence that those kinds of harassments will not be experienced. Others just want to put comfort and safety first.

Moscow also has its version of “Pink Taxi” also launched sometime in 2006. The service caters to female Moscow citizens anxious about their safety and for Muslim women. Men are allowed in the taxis, provided that they are accompanied by women. It is a welcome solution to conservative Muslim women who wish to accommodate rules against traveling with unknown men.

Turn your business into an authority in your industry

For many home businesses the sale process starts when customers research, ask questions and ascertain your level of knowledge. To keep your new customers and turn them into returning customers become an authority figure by staying one step ahead of your competition and extend your knowledge base so when customers have a question before buying again you will be their first point of contact. To achieve an authority status level consider attending and speaking at industry functions, keep well informed about current affairs in the industry and most importantly share your knowledge.

Diversify your business offers

Staying one step ahead of the competition also means offering closely related products (again physical or non-physical) which customers might want after the initial purchase. If you have not diversified your offers to meet a customer need they might look elsewhere and you might miss repeat business. Also known as ‘cross-sale’ the process of offering closely related products and services is an excellent way to turn existing customers into returning customers. If you are struggling for ideas, do not shy

away from asking existing customers in your newsletter or use good old competitive market analysis to find new opportunities.

Offer exceptional customer service

Make customer service the cornerstone of your home business and let your customers feel they are the most important aspect of the business. Offering exceptional service is not about how many customer service agents you have answering the phones or how quickly you are able to reply to emails, it is however about how well you are able to successfully resolve potential problems when they occur. Let all your customers big or small feel as if they are equal and by decisively negotiating problem you will increase the rate of returning customers.

Keep your marketing communication on-topic

Sending direct mail and newsletters is a great way to keep in touch with existing customers and should be the basics for your customer retention plans. The challenge is sending communication not for the sake of sending or because you can, but because you have something new and exciting to communicate. If the communication is not on topic or not frequent enough it might cause a dent in your customer retention process. When it comes to sending newsletters, sending twice a month using a combination of marketing offers and informative information will work well.

Always keep your prices competitive

The fact that customers bought your product or service once is no guarantee for repeat business. This point is even more important when selling a branded product which other businesses might be selling as well. Do your market research and competitive analysis on a monthly basis and try to negotiate the lowest rates from your suppliers to lead with competitive pricing along with great service as your unique selling point for existing customers. If your prices are extremely higher than your competitors customers will notice it and vote with their wallets.

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