

## How Easy Do You Make It For Your Customers?

Research shows a customer is four times more likely to have a customer experience that encourages them to defect than one that encourages them to be loyal. This is because poor customer service is only one of three drivers of loyalty (product quality and brand power are the other two) but poor service is by far the major driver of defections.

If you want to keep your customers, therefore, you must eliminate the causes of poor service before you add in incentives for customers to stay. The best way to eliminate these problems is to make it easy for your customers to do business with you. Isn't that a refreshingly simple focus to have?

Here is a rating scale I put together to help you understand how easy it is for your customers to do business with you. Complete it yourself but also get your colleagues, staff, customers and even suppliers to rate your company. Each group will have a unique and valuable perspective. The total score is unimportant. Personally, I would find any rating less than 4 to be unacceptable and would not rest until every area got a 5.

*On a scale of 1 to 5, where 1 is very difficult, 2 is difficult, 3 is neutral, 4 is easy and 5 is very easy, how easy is it for your customers to:*

1. Learn about your products and services?
2. Find your location or contact details?
3. Make contact with your company?
4. Find out about your policies.
5. Deal with people who are friendly, polite and respectful?
6. Deal with people who are positive, enthusiastic and keen to help.
7. Talk to someone who can help them decide what to buy.
8. Deal with people who do what they say they will do?
9. Find out the price or the full cost of placing an order?
10. Actually place an order?
11. Trust you.
12. Pay when and how they prefer?
13. Get the product when they want it?
14. Have their order delivered on time, in full, in spec and in good condition?
15. Get consistently good quality products or services?
16. Get technical assistance if they need it.
17. Find someone with a can-do, will-do attitude?
18. Get a special request approved?
19. Return the product or get a refund if they are not happy?
20. Get you to change the way you do something.
21. Get in touch with a senior person.
22. Get a correct invoice or accurate documentation?
23. Complete the financial transaction?
24. Contact someone who can sort out a problem with their account?
25. Be recognised as a valued or repeat customer.
26. Use your web site or online store.
27. Give you feedback.
28. Be heard and understood.
29. Get an issue resolved at the first point of contact.
30. Get someone to go the extra mile?