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10 Ways To Turn Mediocre Customer Service Into A Five-Star Experience



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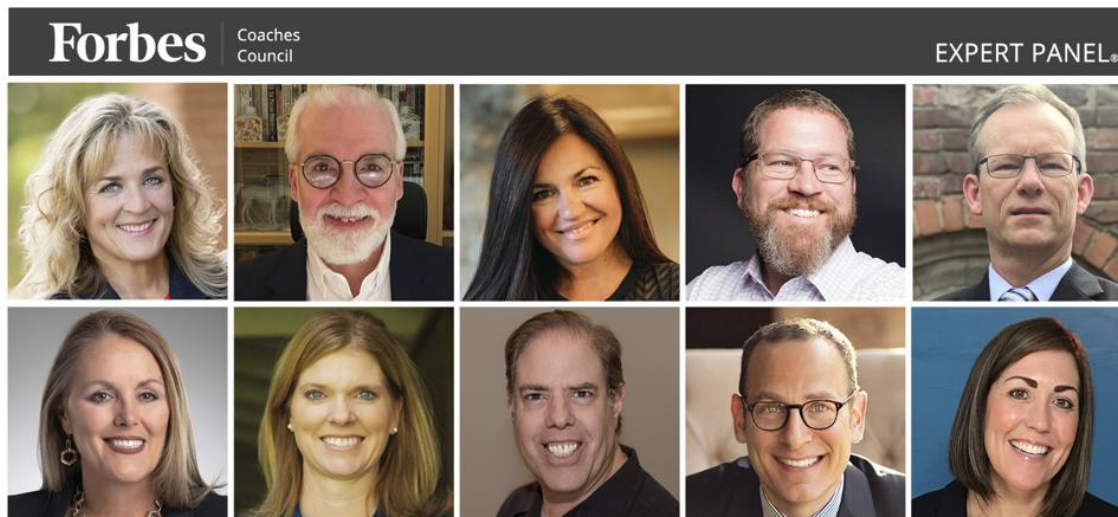
Forbes Coaches Council COUNCIL POST | Membership (fee-based)

Leadership

One of the most challenging aspects of doing business for companies to get right is customer service. Customers can be a demanding lot, and no one-size-fits-all solution can be applied in every situation.

Customer relationship management systems offer businesses a way to develop and nurture individual relationships, but if a company doesn't understand how to best employ them to truly support its customers, using such a tool is futile. Excellent customer service is not just about having a standard process, software or a script in place to resolve issues; it must also focus on the unique needs of each buyer.

Here, ten leaders from [Forbes Coaches Council](#) discuss methods struggling businesses can use to take their customer service experience from zero to five stars.



Forbes Coaches Council members share ways to transform customer service into a five-star experience. PHOTOS COURTESY OF THE INDIVIDUAL MEMBERS.

1. Analyze And Find The Gaps

Stop and think about where you are now with service. Where do gaps exist between expectations, training and each team member's hardwiring? First, you need to analyze; then, you can move into bolstering your team's strengths and address the blind spots between expectations and results. Are your team members being compliant with their customer service, or are they committed to providing a five-star experience? - [Shelley Smith, Premier Rapport](#)

2. Shift Your Perspective

Shift your perspective from talking about yourself to talking about your client. Listen actively and empathically! Understand why your clients value you and how you make a difference in their lives, and then focus on that. - [Luis Costa, Luis Costa - coach · facilitator · speaker](#)

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3. Explore The Customer Journey

In order to transform the customer service experience, it is important to explore the customer journey and identify where the company is missing the mark. The data and feedback will tell a very clear story, and small adjustments can create a huge impact. Finding a special way to incorporate elements of the brand while meeting the customer's needs will create a unique and unforgettable experience. - [Lindsay Miller, Reverie Organizational Development Specialists](#)

4. Ask Your Customers How

Your unfair advantage is that you are in contact with your target customer every day. Ask them why they chose your business. Why are you special to them? Work to see your business through the eyes of your customers. Approach the most important parts of their experience as if you were them. How can you improve their experience and enhance that which makes you already stand out to them? - [Sturdy McKee, SturdyMcKee.com](#)

[Forbes Coaches Council](#) is an invitation-only community for leading business and career coaches. *Do I qualify?*

5. Get A Five-Star Board Together

Ask your top five or so fans to let you host them virtually or over lunch, and then ask them what it would take for them, or anyone else, to rate you a full five-star business experience. Let anyone

associated with customer service, and that should be a whole lot of people, join in. Joining in means listening, taking notes and then implementing with you what they learned. - [John M. O'Connor, Career Pro Inc.](#)

6. Perform A Culture Assessment

Performing a culture assessment is a powerful and wholesome approach to support and develop leaders and teams who are responsible and accountable for customer service and experience. The assessment should identify the current state of the culture as well as forecast its future state and the gaps between them to develop strategies and tactics to transform the culture that will support superior customer service. - [Lori Harris, Harris Whitesell Consulting](#)

7. Treat Your Employees As A Five-Star Team

First, make sure you are treating your team members as a five-star team. Identify the components preventing customers from feeling that they are getting extraordinary service. Remove the blockages. Then, celebrate! - [Christie Cooper, Cooper Consulting Group](#)

8. Set Clear Expectations

How you do anything is how you do everything. Set clear expectations, inspire and reward all employees to embrace a service consciousness. Establish individual and team programs, processes and tracking and feedback for demonstrating high levels of internal and external customer service. A company that did this had a theme, "Your Care Is Our Concern," which improved its customer service by 25% in one year. - [Mark Samuel, IMPAQ](#)

Corporation

9. Create A Five-Star Process

If you want five-star customer service, then you have to create a five-star process. Begin by training your people in both hard and soft skills, and introduce them to a fluid system and process streamlined for their interactions. Everyone has to know what to do and say within their interactions, and once they are within those parameters, they can improvise whenever the need may present itself. - [Jon Dwoskin, The Jon Dwoskin Experience](#)

10. Build It Into Your Culture

If you are not intentional, and you don't have a thoughtful approach to your customer service, it will fall short. To make sure you offer top-of-the-line service to your customers, it has to be built into your culture. What does the "white glove service" look like for your business? The more specific you get, the easier it is to set expectations and processes for your team to follow. - [Christie Garcia, Mindful Choice, LLC.](#)



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