

Customer Service isn't rocket science!

Volume 1, Issue 1
September 2013

Shopping *By* Mystery is **LOCALLY** owned and operated; based here in the Treasure Valley.

Let us help you understand your Customer's Experience.

Members of

- Meridian Chamber
- Boise Chamber
- Local Impact Zone

PO Box 190792
Boise, ID
83719-0792
Tel: (208) 559-1550

Email:
info@sbmshop.com

Can the Y-Generation interact with customers?

Even with all the information available on the web, Customers still need to talk to company employees. This means that the employees **MUST** feel comfortable with this type of interaction.

The Y-Generation, those born between the late 1980's and 2000, has grown up with electronic gadgets as the preferred way to communicate. As these people start to enter the Service Industry, employers are realizing that the simple act of talking to people may be missing from what an employee can do.

For example, can your front desk people keep eye contact with a customer? Can a simple message be correctly relayed to someone? Can the employee deal with a difficult question?

In our opinion dealing with Customers is not Rocket Science and with some helpful guidance, customers will see the business becoming more accessible to them. On the flip side,

Employees will also feel more confident in their role which will reduce the possibility of them leaving a business.

Shopping *By* Mystery will always recommend to our clients various techniques they can use, remembering that one size does not fit all. These techniques include Testing/Measuring an interaction, training for the employee, role-playing, and comparing your business to the competition. These are all great starting points for a customized Customer Experience Program.

As With all Businesses decisions, data is the key to understand where you are and where you want to be. This is especially true when a Business owner is not always present on-site!

So come talk to us and let us help you provide the best in class customer experience for your industry!



Do these help you talk?

Quote of the month

"Getting service right is more than just a nice to do; it's a must do. American consumers are willing to spend more with companies that provide outstanding service, and they will also tell, on average, twice as many people about bad service than they are about good service. Ultimately, great service can drive sales and customer loyalty."

Jim Bush, Executive Vice President, World Service at American Express, (May 2011)