

# Building Raving Fans



## Key Points:

- 3 Types of Customer Service
  - Flat Line (Consistent Standards)
  - Up and Down (Inconsistent Standards)
  - Innovative (Increasing Standards)
- 68% of customers leave because of “perceived indifference”, they think you don’t care anymore because your standards have dropped
- Consistency (flat line) is more important than inconsistent
- Innovate, make that the standard then innovate again

## Discussion Questions:

*(Make it a safe place where people understand that they do not have to share if they don’t feel comfortable with sharing private / sensitive information but emphasise the importance of them still answer the question and writing it down for themselves.)*

1. What are the three (3) types of Customer Service?
2. Which type of customer service best describes the current state of my business?
3. What are the little 1%ers that need to be ‘innovated’ to provide my customer’s with WOW Customer Service? How would you ‘innovate’ these areas?

## Business Building Activity:

Taking one of the items from question 3, develop a system around it to ‘innovate’ this 1%er to create WOW Customer Service moments and make it the standard in your organisation.

*N.B. Please do not hand these out, these are for you to guide / facilitate conversation. We suggest you ask the question and open it for discussion. If there is a void in conversation, or it is hard to get the conversation going, share your answer then ask the others if they have any thoughts. The questions are a guide only, allow discussions to carry on as long as it is still on topic. Ensure the activity is given as “homework” so people are getting value and making progress.*