



The Chronicles of Sir Vival Customer Service Under Siege

An Entertaining Quest for the Ultimate Customer Service Solution

“Clever, charming and insightful— this book captures the keys that will change your customer service culture forever.”

Ken Blanchard, coauthor of
The One Minute Manager® and **Leading at a Higher Level**

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Seven “Sir Vival” Tips

1. Measure Service:

Often organizations think they know what customers think of their service. This assumption is based on the evidence that they have few complaints. However, it is a fact that few customers complain. Measuring service is the only real way to know what your customers are thinking.

2. Listen for the Right Things:

Often surveys and questions are designed to lead the customer to the answer the organization wants to get. An objective party should support the design of a survey as well as the gathering of results.

3. Grow an Internal Culture of Trust and Respect:

Service begins inside out. It is impossible to build healthy relationships with the external customer when the internal culture is unpleasant, disrespectful, and antagonistic. When co-workers are happy the natural outcome is great customer service.

4. Train Everyone:

Customer service is not just the job of the customer service department. Customer service is everyone’s responsibility. Anyone interacting with other human beings should be educated in successful customer interaction skills. Whether they interface with the internal or external customers is immaterial.

5. Look Beyond Customer Satisfaction:

A happy, satisfied customer today can be an unhappy, dissatisfied customer tomorrow. However, when we build relationships with customers, our customers will likely give us a second chance. Go beyond customer satisfaction to relationship building.

6. Track Customer Complaints and Act Upon the Feedback:

Complaining customers give organizations a chance to make it right. However, when there is no system in place to track complaints, the complaint and the customer will fall through the cracks. Use complaints to improve people, processes and systems that support the customer.

7. Follow-up on Lost Customers:

When long time customers leave unnoticed, it confirms that the organization really doesn’t care. A process should be in place to identify and follow-up on customer defection.