

# ISO 9001 Highlights

Spring 2016

## Have We Lost The Art Of Customer Service?

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(2015)**

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With today's busy schedules, rushed lifestyle and reliance of technology, have we lost the art of customer service? Quality Customer Service sounds like such a cliché, so overused and yet it remains as important today as it was ever was. It's like a show of sorts, act by act performed by your staff with the stage and backdrop setting created by Management. Each time an organization interacts with their clients, it's like performing a show for their "audience". It is important that everyone in the organization is aware of the audience when performing the show. An effective Quality Management System encourages companies to monitor information related to customer perception, in order to do so; an organization needs to ensure they have an effective customer service delivery process in place that can be monitored, analyzed and improved.

Meeting the ever changing customer expectations is a moving target. Meeting customer requirements requires a strong understanding of your clients, customers, or guests, this may require a review if the grass roots of customer service:

**Send a positive attitude to others:** It is important to do better than just "treat people they way you would like to be treated", you need to "treat people the way they want to be treated". Don't expect your value system to be the same as your customers, ensure that each guest receives the VIIP treatment – that is Very Important and Individual Person, and treat them accordingly.

**Identify the needs of your customers:** Try to consider what they are really looking for. Try to anticipate the needs of your customers and be prepared to follow through. Be careful to note that the immediate client or guest "Need" is not always the same as their "Want" (i.e., Need a CAR but Want STATUS or FREEDOM).

**Provide the needs of your customers, clients, or guests:** Recognize that this is a multi-stage process involving the organization from Leadership Team, Management staff and employees. Systems and support need to be in place to ensure the customer service delivery process is effective; and finally,

**Engage to ensure they return:** Solicit feedback early and often. Act on the feedback you hear, and timeliness counts. If there are customers requiring a bit more care in the service delivery process (i.e. complaints or possible combustion points), then ensure you take ownership of the concern to avoid a full blown explosion and its possible unpleasant consequences.

Once you have reconnected yourself, your leadership team and staff with the roots of quality customer service, you can now adjust your service delivery process with the assurance that your customers, client and/or guests will remember you for the high quality and seamless way you served them. Bravo, now on with the show!

**To learn more about Quality Customer Service, contact Susan and her team at  
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