

BUSINESS MADE EASY[!]

A man with short, light-colored hair, wearing a blue and white checkered button-down shirt, is smiling broadly. He is splashing in water, with white foam and droplets around him. The background is a light, textured grey.

Episode 74

How To Get Consistency In Customer Service

Full Episode Transcription

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Good day and welcome to The Business Made Easy podcast where we make business easy. Jason Skinner, your host here for another week of the podcast. It is all about growing your business. Growing your bottom line profit and giving you a better life as a result.

How are you doing out there? Thanks so much for joining me this week. I just got back from my morning run which is, I'm pleased to say that I have been relatively good, I'll use that term loosely -- relatively good in terms of keeping my health and fitness resolutions that I set for 2019.

One of my big goals for 2019 is to shed a few kilos and, just start to really look after myself up a lot better because I have found that the more I exercise and the more I eat healthy and put good stuff in, I get so much reward in return for that, and I've talked about this in previous episodes -- it's very easy when you get stressed or you know you're working hard and, it's just very easy to fall into that habits.

So, one of my things this year is I really wanna focus on those good habits of, looking after my body. Actually, it's probably my number one goal for 2019 is to have a good healthy body and mind and, put good stuff you know. Being back to body pump --, there's a, a program called, Les Mills Body Pump at the gym. So been enjoying those classes. It's like an all over workout for your whole body, using weights to music in a class sort of situations. I like those classes 'cause -- I don't know about you -- but I have to been to the gym before and, you do a few exercises and you plot along over to the next. to me it's not a great experience, you know? Some people love it and they're good on you if you do, if that's you, but I just can't wait for the sake of it.

This classes I've been finding really good, just really come in out of there pumped and, my day at work, and working in my business is just a lot more productive. So anyway, that's enough of me. I hope you're well whatever you're up too and your goals are off to flying stuff for 2019 and then --, we are literally at the end of 2019, uh, January -- not end of 2019 -- but literally at the end of January and yeah we've got you know, one month down of the new year already. Just how fast time flies, you know? So whatever it is you're doing, I hope you'll really off to a flying start for 2019, having a good of it as well. We, as I said, time flies so fast so we have to take action every single day, and that's another one of my resolution; to just taking action so feeling good, feeling healthy and taking action as a result to that. And it's just compounds those little results compound bit by bit and yeah. So actually I was read -- I've read a great book in the holidays which I'm gonna do a review for you but Atomic Habits, the book is called. and basically, they're talking in there about how your results aren't -- they don't magically happened in one block. your results are a combination of compounding effect of small actions everything, in a ever consistent period of time. So, small action you take today towards your bigger goal, that will compound tomorrow when you do the next action. And then that will compound that all exponentially compound together to achieve your goal. So, I'll do review of that book. I'll do a podcast, a whole podcast episode on it. Actually, a really good book. I actually, try and get the author on the show. But yeah, really top book, Atomic habits. Check it out if you haven't. I'll put a link in the show notes anyway for you.

But unto today's episode, I want talk to you about, the consistency in your customer service in your business. Now, I have spoken about this topic touched on this topic, it was back in episode 66, when I talked, spoke about your record of first impressions in your business and that you know, are they losing your

business? Are they, actually costing your business? But today I wanna go a bit deeper into that and I wanna talk about consistency within your customer service with your team. And I'll share with you a story how have this came to me, you know? Just to how I see this or hear this every -- so many occasions whenever I, engaged with the business you know? Just, if it's just for purchasing something or you know, buying a meal, going for a meal out or anything like that. I've always got my eyes and ears open and monitoring the experience that I'm having and what actions is taking place or why things are a little bit too critical sometimes. But anyway, it's all because I care that business owner is putting in I just know the blood, sweat and tears that go into building and growing a business for the entrepreneur and the business owners. And then when you see they're front line team or any of their team, not supporting all that, hard work I really do get critical of it. and analyze it and makes me wanna get the business owner and just actually say, "Hey, mate, have a look at this. Come with me. on this journey. This is the experience that I just went through and I engaged with your business. Is this what you had in mind for your business? is this the service level that you, you want your customers to experienced when they engage with You're kind of just wanna grab the owner and take them on that journey that you've just been through when you do business.

Now, I do, of course I do that work when I'm doing business coaching with clients. I actually, we do that sort of work but on a day to day basis, you can't just get every business owners to say "hey come and look at this" but I wanna share with you the experience that I had the other night. It was Friday night and my wife and I decided to order take away for dinner. Friday night is usually a pretty relax occasion here at home. We don't tend to do too much, we're usually deals by the end of the week so the idea of cooking even though I'm a [inaudible], doesn't really lights at up. So, anyway, I said to Melissa "hey, what do you wanna

have for dinner?" Let's get those nights pizza we always get from a local pizza place and I said "Sure, I'll make the call" So I picked up the phone and a young lady answered the phone and I mean, she was I would say courteous enough, she didn't light me up with the light in terms of greeting on me but she was fine, it wasn't overly bad. Well, I said to her "Oh, hello, Jason Skinner here, I'd like to order some at home delivery pizza, if I could place. And there was a long pause at that point in time, There was a long pause, it probably felt like about 5 minutes, you know, it was probably [inaudible] pauses 10 seconds or 15 seconds it felt like 5 minutes and her very next words to me were it's going to be 70 to 80 minute of waiting time. They were her exact words to me "Its gonna be" so she said "Hello" and then she said "It's gonna be 70 to 80 minutes waiting time"

And I said, "Okay, but I still need to order pizza." So I said, that's fine. I, could I still order, order pizza please, if that's fine?" "Yes, what you want?" In, that exact time, "Yes what do you want?" So I place the order and her very next words from that were, "Cash or card?" And I went,, I'd like to pay now if I can." So I'm actually wanting to give them money on the phone, with the phone at that particular point in time. And the process to actually, for her to take my credit card -- I won't go through all the details but the process for her to take all my credit card details and close off that order like it just dragged out and I was left feeling nothing but underwhelmed. And I'm a regular of that business. I know their food is good and their delivery people are always friendly so I'm okay to go to, to continue going back there because I know what I'm getting. I know it's gonna be a good product at the end of the day. But how many people answer like me, how many customers ring that business every single day and they're new to that business and experience that level of service? That greeting. That order taking system. And this is what consistency of -- this is what I mean by consistency of customer service, consistency in customer service. As the business owner, we

have the responsibility to make sure that every interaction on a customer journey is exactly how we wanted to be no matter who is doing it within our business.

We have the responsibility as the business owners to be consistent with all the touch point within our business. That customer journey. Think of the moment that customer first comes -- I was talking about this before -- first comes into your business. And then you ask yourself, "Then what happens? This is what we have to do. Get curious about that customer journey. And then what if this situation happens? And you could almost -- and I've done this before -- you can draw a flow chart, customer rings in here, draw a line. Then what? Orders yes, then what? Then what? Then what? Then what? That's what we have to say, then what? Then what happens? And we have to map that out. We have to map that journey out and understand every single point along the way that one of our staff or team members are going to be interacting with our customer or delivering our product or service. Whatever it is that we do, we have to map that out and we have to map out every single situation. Now, it can be quite a big job for some, businesses, that's more like very detailed systems and processes that need to be put in place for this. for a smaller type of business that's just sort of mowing lawns or, pizza delivery or whatever, it might not be so extravagant. But the better we do this in all our businesses no matter what it is, and the better we understand and can articulate that system, the better we can then start to build on that framework and start entrenching in our people where they fit in the overall puzzle and then what are these that you expect from them. Because if you don't have all that journey mapped out and you don't have that system mapped out, how can you explain to that, to that girl that answer the phone where she -- why her role is important and where she sits in the overall picture

And I think, personally, yes it can be time consuming to do this and this is why I do business coaching in this area. So if you ever need a hand in this area just let me know and I can certainly point you in the right direction. But the better we can explain to our team and our people, what are these we do and why we do it? Why we exist? Why our business exists and what's it all about and our vision and where are we going? And they can understand it and believe in it as much as we do, then we're gonna have a lot easier time and then educating the team member in taking care and pride in what they do. I'm a big believer in uniforms, for instance. I, even in our accounting practice, now, this is common in school to put out there these days in accounting practices you can just wear whatever you want to. You don't need the uniform just as long as it's neat business attire you can turn out. We weren't doing that in our accounting practice. We have a uniform and all our people wear a uniform and the reason is just we are collective team. We all belong to the brand and the firm. And we're all working in the firm in our own individual capacities as a team, for a greater good. And that's why we have a uniform because it represents our brand. If we all walk down the street together, people can say, "That is Skinner Hamilton and that's their brand. So, this sort of things are going hand in hand with this consistency of customer service because I don't know whether this pizza shop has a uniform that they wear but I would certainly hope that they all had the uniform and were all working together as a collective.

So, as I'm getting off the track little bit there in terms of where I wanna go with this but you get my point, there's a lot of elements that go into delivering this consistent customer service but the first point is just to map out the customer journey and the framework. And then articulate that to your team and get them to understand your why in what you do and where you, where you want your business to go and what it stands for. They need to believe in it. Particularly, I

think the younger generation coming through now need to believe in what it is that they are doing. See, back in the day it was just a privilege to have a job. it was a privilege if you could get a job somewhere and start earning money. You, you worked hard and you actually work hard for that boss and respected that boss and you and respected the role, the job that you had so you did your best. I believe there's a lot more of that but nowadays I think with the younger, people coming through, in a way we're spoiled for choice. They're spoiled for choice. We're all spoiled for choice because you can get jobs pretty easily. There's jobs everywhere. There's the internet you know, it's a lot easier to find work. it's a lot easier to sort of transition between jobs and roles. we're spoiled for choice and I think you know as a society we are. So it's not enough to just say, "Oh well, they should think I'm so lucky to get that I get a job." No. They need to believe in why. We're gonna reverse that thinking if we are thinking in that way. We're gonna reverse that back to, "Hey, what is it that this business stands for and getting those people to believe in that greater good is really important, I think in this as a starting point in getting this customer service phase right.

Once you've got that down path and you've got your staff in line or, they won't so be in line but you've got them believing., I think another important thing to, do is to map out on that framework on that customer journey framework various scripts that you want your people to be, to say at each point in time. So for instance, going back to my pizza shop example. A script that the pizza shop owner could have uh, educated his team in would be, what to say when um, we're experiencing a lengthy delays than otherwise uh intended? Ideally, you don't have the delays in the first place. So that's another system that you probably look at but, but, but things happen in business. We know it's not a perfect straight line in, in the world. So let's just say, there are, are delays. Our Friday night is a particularly busy time and, and there is, you know, there, there

are delays. What is it that, that person must say every single time that, the delay and how do you want them to say it? And the way you do this is you, you do scripts. You do role plays. You do role plays with them. So part of the induction process when a new team member comes on. I should imagine in a, in a pizza top shop like that, uh, there would be a high turnover of staff. Um, you know, a lot of casual labor so people coming and going. So it's even more important in those sort of businesses and if you and if you've got a business like that where you've got a lot of like teenager sort of staff or, or casual staff, you can't keep reinventing the wheel every time uh, a new person start. You can't just leave them to chance, to hope that they know how to answer the phone. And because they are representing your business and that cost every single customer that you lose. Remember I said, people are spoiled for choice. That means they're spoiled for choice about using your business as well. So, you know, I know this pizza shop's is not the only pizza shop uh, on the Gold Coast in Australia. I just know that so, um, it's a given. So then I could have easily said, "Thanks very much." I'll hang up and I'll, I'll go, go elsewhere.

So as the owner of that shop, really a script would be the ideal thing. And, and in your business, you can have scripts for, this is how we say this when this occurs. So, how, you know, what happens when there's a, a lengthy delay? This is the script that you follow. What happens when a customer first rings? This is how you introduces the business, yourself and, and take their order. What happens when? What happens when? So, so that's, that's another question you can ask yourself. Um, what should you say in this situation? These sort of questions you need to, to be thinking of and, and, and training your, your people in. And when you have those systems and then you can get your culture right, like I said, that the first when people can understand their, their, their role in the business. They -- what the business is all about and, and believing that and work together as a

team and build that good culture, these systems and processes become a lot easier to implement. So, now I'm giving you a, I'm giving you uh, uh, an overall view of this. I don't think for a moment that all you have to do is put in place um, scripts and um, make sure that uh, give them to the people to read and then set and forget it. It doesn't work like that unfortunately in the real world. It really would be good if you could just give and that all a script and say, "Hi, can you learn this? This is how you're gonna say it." And they maturely went and did it. It doesn't happen that way. But it can be done but it does take you, the business owner, um, discipline in making sure and, and, and I guess being relentless in making sure that it, it's being followed. We do have to follow up and make sure those scripts are being followed.

But I really would encourage you to still, it is good to sit down and do regular training with your team and do role plays. You can say, "Okay, you'd be customer," and give them a good situation. Give them a bad situation. "This is what not to say; this is what to say. This is what to say in this situation." So, um, definitely make sure, yes you have to do training in this. And as a business owner, that's what you need to do. Working on your business will involves working out all these things. Um, not you in there working in your business answering the phone because you can't get anyone to answer it properly. Systems and policies, procedures, um, even checklist, you could use in this situation. They have a checklist you could use in this situation. They have a checklist that they follow uh, and the ordering process will ensure that you're going to have greater consistency and delivery of your product and service every single time. And the greatest uh, example of this, although I have experienced of being a lot more um, ad hoc of life but, but, but the greatest example of this, is, is the McDonald's um, business. McDonald's hamburger business you know? These guys can get fourteen-year-old kids that, that mom

and dad's can't get to make their bed to go and make hamburgers consistently every single day. And do it well and consistent and in the standards so it can be done, okay? But it's up to us as the business owners to get busy scripting this stuff. And once you've got the scripts, there might need modifying occasionally but once you've got those systems and processes in place, really only becomes a matter of implementing them and making sure that, that's, that's what's going on in, in the, the culture.

And one of the ways I like to do this in a business is, is to actually say, "This is the way we do it here." So one of the reasons why, it's not up for debate uh, with your, your employee. It's not a, not a, a matter of if you feel like it. It is, this is the way we do it here. And that's sort of language that we need to have when we're, when we're talking to people. When we're bringing on the new employee, there's an induction manual and this is the way we do it here. You follow the systems and procedures. Um, so one of the -- that's a very, very important thing in your language. You need to have that built into your language and I, I encourage you to, to do that. Um, and to say those words, "This is the way we do it here." Um, I have a more crude way of, of putting it but in the interest on keeping it a family friendly show, I won't um, uh, I won't go through it but it stands basically the acronym for this five-five and it's fit in and I let you work out the rest. But uh, it, it really it um, so, so important that, that, that is drilled into your people and into your team, "This is the way we do it here." It's not a, not a, just do it how you want thing. And then so, you, you've got your script. You're doing it. You're training and educating your team and you, and, and you, you're instilling it that, that, that's, that's the way you want it done. The other thing we wanna do is then test it. We want to follow up and make sure that, that is being followed and the systems are being followed. So how you you do that is you do in the -- well, in the uh, pizza uh, pizza making, uh, in the pizza business that I'm

just talking about here now, is you, you would um, do, do um, random calls. They are, they are um, a ghost customer.

So you just basically pick up the phone and uh, you ring the business and hear how the phone's being answered. And then, and then what? You could sit there with your processes and say, "Did that happen? Did that happen? Did that happen? So, that's the way you could do it. Another way you could do it is record, in the pizza business. You could have the phone calls being recorded. Um, a lot of big corporation do that. They -- you'll often hear that, "Your call will be recorded for quality and assurance purposes." That's because they're testing to make sure that everything is being delivered the way and in and in the manner it should be. And that things are being said the way and in the manner they should be. This is so, so important. Vitally important to, to the growth of your business. No matter what business you're in, you've gotta have all those, that consistency built-in. That, that regular um, you want that built in. Um, I can't, I can't stress it enough. So, it is your responsibility as the owner to train your -- to build, to the system in the first place and the scripts. Train your team and build the culture around those scripts and, and, and educate your team with role plays and, and, and proper policies and procedures and checklist. And then enforce; you need to make sure that it's being done. Now, one of the things that again, I'm a realist. Um, what I'm telling you here, is, is all great textbook things, uh, points. But, I get that, but we are dealing with human beings and unfortunately or fortunately -- it works, works good and bad -- fortunately and unfortunately, um, human beings are discretionary beings and there are times when someone's having a bad day or something goes wrong or someone just forgot or what, whatever it is, all those things can happen. But we have to minimize the extent to which they can happen and we have -- when this, what the systems and procedures do.

And a little trick that I have found very, very useful when hiring somebody, I will always hire for attitude not um, ability necessarily. Um, one of the things I've learned over the years of hiring a lot of people is that, I can train somebody how to do something but I can't change their attitude. If they've got a bad attitude to start, they're pretty will gonna have one even once you educate them. They're gonna still have a bad attitude. So, one of, just the rule of thumb that I have, if, if I, I really, um, yes experiences is, is valuable if, if they do have, have that. But really, if you've got systems and procedures and policies you want to try in that person in, then you really, um, you really want them to have a good attitude and the right attitude for your business in the right fit for your business. Uh, and then those systems and procedures will educate those people. So, it's a little trick getting this uh, a lot further to the, to the uh, optimum place. Um, it's just make sure your team have the right attitude. You, you've got a team of people with the right attitude because it makes it a lot, lot easier for you to be able to um, to be able to educate uh, people when they got the right, right attitude. It just, just goes hand in hand. Um, yeah you just can't change someone's attitude. If they don't want to work when they're lazy. Uh, they're objectionable. Um, they're not, you know, that they're argumentative. Um, they don't follow the proced -- you know, they don't sort of follow clear instruction then really you're gonna have a tough time with that person and, and you're gonna be micromanaging. And, and you just don't have time as a business owner to micro manage. That's one thing uh, I just refuse to do, is to micro manage.

But I'll do insist on building systems and procedures that are going to deliver consistent customer service. That's, that's just the gold, gold ticket to um, to growing your business. And um, and I want that for you too, and that's why I put this episode together. Um, it, it just, I've used the pizza shop as an example here. Um, I could give you about uh, four hundred different uh, experiences that I've

had in, in the last months uh, of, of good and bad. Um, I won't go into those because Melissa uh, will certainly be, uh, certainly have something to say to me if I went through all that. She does think like I tend to be a bit negative around these things. Not negative; I just want, I just want the best um, best for that business owner that, that, that has put all that energy. I mean if you think about it, when you go into business you basically get a large chunk of money. A large investment uh, no matter how big or small it is. It's a large investment of time, money, energy, thought, um, just resources that go into it. Um, and you know, you want the best. You need the best return on that money, otherwise don't do it. Don't, don't open that pizza shop if you can't deliver you know, a wow experience to that customer. Every customer that, that, that, that or you're gonna strive to do that, then don't do it because you just wasting time, money, resources and energy. It really, really is that um, that simple. And my, my, my father who was a builder had, had a great um, analogy because he was uh, he used to draw a [Inaudible] to me in terms of um, quality of, of work and, and making sure you're always delivering the best value and quality uh, product that you can. Um, and he was like that was his building of homes. But as he used to say, um, you're just wasting good materials if you're just gonna go and do a sloppy job.

So if you think about building a household materials or going to a house and you just do a sloppy, sloppy workmanship and sloppy job along the way, you are just wasting all those great materials that could have been a, an excellent finished product with a bit of care and a bit of um, you know, doing it properly. And, and, and, you know, care and pride um, and that's what you're gonna have in your business too. Care, pride, and the systems come out of that. They, they, you know you think about the way the customer is going to interact with every point on how they're gonna feel because you want them going away, going, "wow" and

telling their friends about it. Best social proof you can have is having someone go, "Wow, I love that business. You should try this or I [Inaudible] this here the other day, have you tried them? You should try them." Best, best marketing you can have and the most cost effective marketing you can have is having a customer talk about you in a positive light. And they also hang is I'm sure you know is you know, um, when someone has a great experience with your business they'll tell one person. When they have a terrible experience, they'll tell the world and um, and, and, I mean if you, if you uh, look at, well, look at me now, I'm putting, recording my experience and put it on in a podcast. Uh, but you get my drift, I haven't used the name of the business. I didn't want to go bad, bad mouth anyone but I wanted to use that as an example.

Alrighty, thanks so much for, for tuning in this week. I hope you found that valuable, um, that information. Don't forget, if you want a hand in um, putting that stuff together in your business, I'm always available and as I said, I do, do business coaching and I just do podcast. Uh, but part of that is that we're get into those systems and process and help you to build all those out properly and get them wrap but certainly touch base with me if that's of interest to you. I'm, I'm here to help you, Uh, but, but, but take action on it. Take action and start thinking about that and, and, and implementing that framework so that you can put the meat on it, basically. Think of it like a skeleton and when you map out that journey, think of that like a skeleton and all, all the systems and procedures you put on, that's the muscle, that's the meat. So you um, you wanna, you wanna approach it that way.

Alrighty, that's all I have time, for today. Thanks so much again for joining me. Uh, I'm going to hand you over to Mia now. Um, if you haven't already uh, signed up to our free Facebook group, by all means do that over business made easy

podcast dot com slash community and uh, I'd love to see you over there. As I said, this is a free Facebook group and we're all talking about business stuff over there.

Alrighty, that's all I have time for. Uh, thanks so much again and I'm gonna hand you over to Mia. Take us out, Mia. Here's to your success. See you next week, bye.

Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasy podcast.com I would love to hear from you.

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Thank you again,
I appreciate you!

*Regards
Jason*