

## Customer Delight

How much has your customer satisfaction index gone up in the last 3 months? Do you have an index? Do you even measure customer satisfaction?

These days customer “satisfaction” is no longer enough. In fact, customer delight is the key.

Research shows that companies with great service grow TWICE as fast as those with ordinary service (Not just “a bit faster”, but a staggering “twice as fast” - Source: *The Strategic Planning Institute*)

Even 95% “satisfaction”, though, isn’t enough. Estimates vary, but according to some research unhappy customers are up to 20 times more likely to talk about your business than happy ones. So, even if 95% of your customers are happy and the happy 95 each tell one person, you will only get 95 positive messages into the marketplace. Whereas the 5 unhappy customers will each tell 20 people - making a staggering 100 negative messages. And, because word of mouth marketing is such a powerful force, just imagine what that could do for your profits!

Research also shows that when you respond to complaints quickly and fully, you actually end up with higher customer loyalty than you had before the complaint. So you want people to complain - since it helps you to put things right so that you don’t lose them and other customers with the same (unspoken) gripes as the complainer.

Common sense tells us that if you want customers to give you unprompted testimonials and referrals you have got to do things for them that make them so happy that they can’t stop talking about you

And the experience of some of the world’s most exciting and successful companies shows that if you want to attract new customers, and keep the ones you’ve got, you have got to start dazzling and delighting them in ways that none of your competitors have even dreamt of

Some of the key things every business should do, therefore, are to have SYSTEMS that...

- v Measure customer delight – for example through customer surveys
- v Encourage, identify, record, monitor and deal with complaints... and do it brilliantly
- v Constantly improve the way the business delights its customers.

Note: Many businesses claim/think they are doing most of this already - but in reality very few of them are even close. And by deluding themselves they are literally throwing huge potential profits away.