

## **Achieiving excellent customer service**

The customer journey begins with the first person to 'touch' the customer no matter where that person works within your organisation. The journey continues with a strongly linked chain of people and processes. These links are only as strong as the knowledge, behaviours and attitudes of each individual member of the teams in the organisation. The customer knows if they are experiencing a smooth journey or an uncomfortable bumpy ride at each junction.

Identifying the steps on your customer's journey is known as mapping the journey and plays an important part in identifying the customer's experience with your organisation. Those experiences can make or break a company – above all, the customer remembers how you made them feel. And depending on the depth and range of those feelings, the customer will decide whether to give you their loyalty or not.

Thinking about when and why customers leave – what erodes customer satisfaction – can help you identify the right levels of customer service and result in improved profitability. After all, customers talk to each other and their feedback to you is a rare gift. Providing opportunities for customers to talk to you at every point in their journey is one of the keys to continued improvement, growth and loyalty. Another key is doing something with what you learn as you follow their journey through your organisation. Getting the right people with the right tools serving the customer in the right way is critical so ensure you recruit and train the best people for the job to make the most of the mapping process.

Whilst taking your first steps on the pathway to customer service excellence can be daunting, it is certainly the route to business success. To find out more email Kathy Stiff at Supporting Customer Care on [kathy@scc-ltd.net](mailto:kathy@scc-ltd.net) or call her on 01933 651807