

**ASSOCIATIONWORKS**

**CUSTOMER DELIGHT TIPS**

**&**

**THINGS TO PONDER**

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**A S S O C I A T I O N W O R K S**

**Consultants To Nonprofits**

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# 1

***Customer Delight* is going beyond Customer satisfaction.**

**Most of what we do is adequate – to stand out you must be much more than adequate.**

**Your job is to get Customers to say “WOW!”**

**Keep asking “what can we do better?”**

**Your customers know what’s right and what’s wrong – they are just waiting to be asked.**

**Loyalty means if you make a mistake your Customers will forgive you.**

**Staff and volunteers are not Customers – they are partners in achieving the mission.**

**If everything is working right – something is wrong.**

**Implementing *Customer Delight* usually doesn’t cost money.**

**For *Customer Delight* to work, it must become a part of the DNA of the organization.**

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# 2

***Customer Delight* is not an event – it is a never ending process.**

**You can't fake sincerity.**

***Customer Delight* is all about behavior.**

**Staff and volunteers must be fully empowered.**

**Empowerment is the “what” not the “how.”**

**Most unhappy Donors just don't give again.**

**Customer complaints are gifts.**

**Redefine the business – don't just enhance it.**

**In many cases “benchmarking” is just a fancy word for “copying.”**

**Institute “hug the messenger” behavior.**

**Building trust takes time – losing trust takes a minute.**

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# 3

**Listen, listen, listen, really listen.**

**We hire for skills and fire for behaviors – what are you doing to identify the behaviors needed to Delight your Customers?**

**Ask “What makes our organization unique?” and capitalize on it.**

**What is the lifetime value of a Customer?**

**What is your vision for *Customer Delight*?**

**Are you spending more to get new Customers than on retaining current Customers?**

**How are you recognizing superior *Customer Delight* behavior?**

**Typically front line people interact with more Customers than the CEO.**

**A smile still works.**

***Customer Delight* is not complex – the simpler the better.**

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# 4

**Why do we hire adults and treat them like children?**

**The test for real empowerment is how mistakes are treated.**

**Everyone is responsible for *Customer Delight*.**

**The good news: Customers don't expect much – your job is to amaze them.**

**Happy volunteers and staff make for happy Customers.**

***Customer Delight* creates loyal Customers.**

**Your job is to create magic.**

**What do you want Customers to say about your organization?**

**What do you think they say?**

**Perception is reality.**

**People relate to people – not to organizations.**

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# 5

**Is voice mail a tool or weapon?**

**The good thing about *Customer Delight* is you know it when you see it.**

**Is Customer Delight a core value of your organization?**

**Who are your Customers?**

**What do your Customers value?**

**It really doesn't matter what you think – all that matters is what your Customers want.**

***Customer Delight* is not about procedures, policies and bylaws.**

**You can't mandate *Customer Delight*.**

**Problems should be solved where they originate.**

**Why do you want to Delight Customers?**

**Change is seen as a good thing.**

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# 6

**Every organization deserves one visionary – no more, no less.**

**People talk about really great service.**

**People talk about really bad service.**

**People don't talk about adequate service.**

**Keep asking “what's working and what's not?”**

**In our organization, recognition is frequent, sincere and freely given.**

**Be brutally honest about how good you think you are.**

**Don't play games.**

**Do we individualize our Customer interactions?**

**Do our operating policies help or hinder *Customer Delight*?**

***Customer Delight* is doing what Customers haven't even imagined.**

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# 7

**Are our leaders role models for *Customer Delight*?**

**What happens when you first interact with a Customer?**

**You can't overlay *Customer Delight* on an organization that isn't ready.**

**No one knows the job better than the person currently doing it.**

**Who can solve problems?**

**Do we really listen to and value Customer input? Or do we think we know what's best?**

**Policies and procedures assume volunteers and staff are honest & trustworthy.**

**Have you interacted as a Customer with your organization?**

**When is the last time you heard a Customer say, "Amazing! I didn't know that kind of service was even possible."**

**Trust is earned, retained or lost during every interaction.**

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# 8

**The *worst* Customer service I have ever had was....**

**The *best* Customer service I have ever had was....**

**What was the difference?**

**What can I learn from these experiences?**

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# 9

**Who are our Customers?**

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# 10

**What makes us unique?**

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11

## Reactions

**What do people say when you tell them who you work or volunteer for?**

**What do you want them to say?**

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# 12

## The Seven Things I Will Do To Make Customer Delight A Reality In My Organization

What	Who	When	Barriers
1.			
2.			
3.			
4.			
5.			
6.			
7.			

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# 13

## Questions About Your Customers

**How have you determined who are your Customers?**

**How have you determined what your Customers want from you?**

**How have you determined how your Customers want to interact with you?**

**How have you determined what your Customers don't want from you?**

**Have you had a discussion with a sample of each Customer category?**

**If yes, what did you learn, and more importantly what did you change?**

**If no, why not? (Not having the time available is not acceptable!)**

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# 14

## Recognition/Thank You's

**How do you thank Customers?**

**How do you thank Donors?**

**How do you thank volunteers?**

**How do you thank staff?**

**Do your answers differentiate you from the rest of the crowd?**

**If yes, how?**

**If no,  
what would you need to do to improve the way you thank your constituents?**

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# 15

## **We Are Currently Delighting Customers By:**

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

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# Association Works

Association Works is a results-oriented consulting and training firm targeted to the unique needs and culture of mission driven organizations. Using a wide variety of proven methods and tools, we'll partner with you to help your team achieve or maintain peak performance. We offer a fresh perspective and a range of highly effective programs and services in key management areas.

**Our Mission:** Association Works is dedicated to providing superior, customized services that increase our clients' capacity to accomplish their missions.

We will assist volunteer and staff leadership assess organizational opportunities and develop effective action strategies. Areas of expertise include:

- Achieving Customer Delight – Building, Enhancing And Maintaining Relationships
- Board Development
- Building Effective Teams
- Building Trusting Relationships
- Common Sense Boards
- Consensus Building
- Constituent Surveys
- Decision Making Skills
- Development Of Competency Models
- Diagnostic Consultation
- DiSC® Personal Profile Training and Tools
- Executive Coaching
- Executive Searches
- Feasibility Studies
- Generation Y – Hiring Today's Workforce for Yesterday's Jobs
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- Using Technology Effectively
- Vision, Mission and Values Development
- Volunteer/Staff Partnership

To discover how Association Works can work for your organization call **1-800-986-8472** or 214-221-7881. Visit <http://www.associationworks.com> for a current list of Clients, downloads and additional information.

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