



ECFH

East Caribbean Financial Holding Company Limited

Customer Satisfaction-The Key to Business Success

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Competition is fierce nowadays with companies offering similar products and services. In the financial services industry, this especially holds true. Therefore, it is customer service that differentiates one company from the next from the consumer's perspective.

Customer service is a term that we hear constantly. It is the provision of a service to customers *before, during* and *after* a purchase. It is very important but customer satisfaction should be the ultimate goal of any business that wants to be successful. Customer satisfaction is measured by whether a business meets or surpasses customers' expectations. For those companies and small businesses that cannot afford to carry out costly surveys to determine this, we recommend the following seven tips to achieving a high level of customer satisfaction.

- **Encourage Face to Face Interaction:** Modern developments such as the internet, blackberry and texting have resulted in service delivery becoming impersonal; customers can no longer put a face to the service. Some customers are now actively looking for companies where they can get that personal touch, so whenever possible, interact with customers personally.
- **Respond to Messages Promptly:** Nothing is more irritating to a customer than to have his/her message not answered, especially if it's a complaint. This could lead to the customer switching to the competition. Responding promptly to a customer's complaint tells your customers that you really care about them.
- **Be Friendly and Approachable:** Local surveys show that although customers like to be handled professionally, they also appreciate the warm and friendly approach.
- **Have a Customer Service Policy:** You cannot measure how good your service is if you have not set standards which should be outlined in your policy. Customer

service standards provide guidelines to staff on how to handle customers so that the service is consistent across the organization.

- **Attention to Detail:** The old saying “it’s the little things that matter” is really important. Simply calling a customer by his/her name when greeting him/her could mean the world to that customer. Some companies actually send out birthday cards signed by their staff.
- **Go the Extra Mile:** Competition is tight for customers. Products are becoming increasingly the same. So to keep your customers, you must be proactive and anticipate your customers’ needs.
- **Honour Your Promises:** An important rule of thumb here is to under promise and over deliver. Never promise a customer something you know you might not be able to deliver.

The above tips go a very long way to pleasing and therefore, keeping your customers with your company or business. Satisfied customers are loyal and they attract new ones by recommending your service or product to others.