



## THE PACESETTER WAY Leadership Team Insights

**Commit to the Ultimate Customer Experience:** Customers are the center of our universe, the reason for our being. Make every customer interaction incredible, going above and beyond what the customer could have imagined possible. Create extraordinary experiences that they will tell others about.

Customers want you to meet their expectations – ALL THE TIME – Understanding customers' expectations is key.

Customers expect a timely response – 53% of all customers expect a response within the hour. That number jumps to 73% when they have complaints. The response time we provide should be reasonable.

Customers want relationships – customers want a personalized experience when it matters most. Fostering relationships with customers can significantly increase the likelihood of exceeding their expectations and turning them into advocates for our company.

Customers want us to solve their problems. Quick resolution is the desire of every customer. Solving customer problems right away is a sure way of avoiding issues from customers down the line. Interactions with customers should be easy, enjoyable, and make them happy and comfortable to return. We should delight customers enough for them to be an advocate of our company. The best customer service organizations enjoy more profitable and loyal customers. These organizations deliver on average over 70% greater profit per employee and 24% higher net margins. Satisfied customers are 5 times more likely to stay with you longer. Keep in mind the interactions that you have had with customers along the way; did you walk away knowing that you provided them with the ultimate experience? Did they walk away believing they received the ultimate experience?

We all have customers, every one of us, every day. Think of everyone you come in contact with as your customer. You have co-workers that you will ask things of and they will ask things of you and the same thought should come in to play – Am I providing them with the ultimate experience?

You never know what that person on the other side has going on, and you should always be aware of that.

Check back next week for more Leadership Team Insights and be sure to comment on our website about all you are doing to live out these fundamentals!

