

Writing a “Knock Your Socks Off” Service Culture Plan

by John Tschohl

One of the major weaknesses of most organizations is top management’s lack of a service strategy. They fail to realize the strategic opportunity on how to use superior service as a vehicle to build market share and market dominance.

Sam Walton, one of the most powerful retailers in the world, built Walmart on *Customer Service*. They are now known for price only. The value of their company as a service leader has dropped as they have lost their focus on customer service. I always had trouble understanding why the new management for Walmart has simply focused on price alone.

Along came Amazon. Jeff Bezos, Amazon’s CEO is the world’s richest person as of November 2017. He built his company to become the most trusted and well-liked brand. No one can challenge them. Wal-Mart is so far behind!!

Mr. Bezos is responsible for creating over 100,000 new full-time jobs over the past year for the American economy and is on schedule to create more.

Use these guidelines in making decisions about the features of your service plan:

1. **Under-promise and over-deliver.** Don’t make a promise you can’t keep.
2. **Only the customer knows what he or she wants.**
 - a. Make it easy to do business with your company
 - b. Customers want speed of service
 - c. Customers want to talk to a live person
 - d. Return phone calls immediately
 - e. Always deliver on your promises
3. **Communicate.** Be like Amazon and have a “relentless” focus on customer service through regular communication.
4. **Continue to drive the plan strategically.** According to Jeff Bezos, “Focus on the things that don’t change. Bezos built Amazon around things he knew would be stable over time.

In my book *Achieving Excellence Through Customer Service* I state that Long-term strategy must be developed and then implemented by hardheaded analysis, talented management of people, intense concentration and commitment—and serious spending.

“Also essential is... a chief executive who is just as committed to customer satisfaction as he is to stockholder satisfaction....just look at Jeff Bezos!! --John Tschohl



John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John’s monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.