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SALES CORNER

*“It May Not Be Your Fault
But, It Is Your Problem”*

by John Tschohl

Companies may not be able to prevent all problems but they can learn to recover from them. A good recovery can turn angry, frustrated customers into loyal ones. It can, in fact, create more goodwill than if things had gone smoothly in the first place.

Opportunities for service recovery are numerous. If you are close to the customer and discover a problem, it's your chance to go beyond the call of duty and win a customer for life.

Service Recovery.

The surest way to recover from service mishaps is for workers on the front line to identify and solve the customer's problem.

Empowerment is the backbone of service recovery.

I have stated in my books and in

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continued

my seminars that it's impossible to be a service leader, to be customer centric and focus on a service strategy without empowering employees.

Train employees.

Service recovery not only builds customer loyalty, it draws more customers to a business.

Tips for Providing Quality Service Recovery:

Act Quickly... avoid complaints up the chain of command.

Take Responsibility... Don't place blame, make excuses or lie to cover a mistake.

Be Empowered... give those who work with customers the authority to do whatever it takes to ensure customer loyalty.

Compensate... Give the customer something of value. Every organization has something of value it can give to a customer

who has experienced a problem.

Remember, you are your brand and every customer experience either weakens or strengthens that brand.

I repeat.... ***“It may not be your fault, but it is your problem”***—
John Tschohl *DC*

John Tschohl is an international service strategist and speaker. He is founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by Time and Entrepreneur magazines as a customer service guru. He has written the world's most widely used training program on service recovery and book called Loyal for Life. The Service Quality Institute (www.customer-service.com) has developed more than 26 customer service training programs that have been distributed and presented throughout the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.