

Character Counts with Customers

My favorite quote about character is this...

“Character is doing the right thing when no one is looking.”

There are several variations of this concept...

“It won’t make any difference.” or “What difference will it make?”

And the one that always gets us in trouble...

“No one will ever know.”

So often, we are guilty of this thought process when dealing with our customers. Employees are also guilty of this when dealing with their employers. They think...“Why should I go out of my way for this customer? What difference will it make? My boss will never know, or even bother to find out...let alone appreciate the extra effort.”

Employees with character don’t think this way. They seek opportunities to WOW their customers, and don’t really care if the boss finds out.

Every customer interaction leaves the customer with an impression...of the employee, and of the company she works for. You can think of it this way: After every customer interaction, the customer leaves with a +, zero, or – as her impression of the experience.

Employees leave the customer with a “zero” if they deliver what the customer expects. They get a “-“ if they mess something up or make a mistake.

Remarkable employees understand that their job is to leave a positive impression with every customer....an impression that goes beyond the physical interaction and makes the customer feel good for having been there, and makes the customer feel “special” to be one of your customers.

What do you mean, “It won’t make any difference”? What do you mean, “no one will ever know”? It WILL make a difference to your customer. Your customers WILL know, and WILL notice.

Customers that feel good about doing business with you....do more business with you, and tell others about how great you are.

Isn’t this what business is all about? Make sure your employees understand that “character counts” with you....That you want them to go out of their way to do the little things that truly make a difference to your customers.

(342 words)



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