

## Page 183-185 - “BIG SHIFT #16: World-Class Service

Just as Lyft and Uber drivers are replacing taxi cab drivers, truck drivers will be on the chopping block next. Attorneys and Realtors are currently competing with Internet services, and computers are becoming better at diagnosing complex diseases than medical doctors.

It is hard to predict the future, of course, but it’s safe to say only those who provide the best service will survive. This naturally takes us to your customer service.

Customer service is the least expensive form of marketing. It’s your surest guarantee to profits in the years to come. In my work in business development, and my own experience as a consumer, most service is merely adequate. In fact, most service is barely good enough to get by.

It may be hard to accurately judge a service when you look at the reviews posted on social media and various websites. I’ve done enough personal customer interviews to know that many people who take the time to write an online review do so out of a sense of friendship and support, rather than from an exuberant advocacy. They’re sincere, but not overly excited about the services received.

For example, how would you compare your last visit with your attorney, dentist, or accountant? They got the job done, right? Hopefully. But it wasn’t, “WOW... I just saw my accountant and it was awesome!” You wouldn’t stand in line all night to see your accountant like some people do to get a new smart-phone, electronic device, or tickets to a concert by a favorite rock group. But I suggest this is precisely the type of reaction you want your customers to have about your business if it is to survive and thrive in the 2020s and beyond.

### **Making Customer Service Extra-ordinary**

There are dozens of books and studies documenting why customer service is vital to the health of your business. Every year new studies show the importance of excellent customer service. I’m sure you’ve seen them. Some highlights from such studies are:

- Americans continue to reward companies that get service right. US consumers say they’ll spend 17 percent more to do business with companies that deliver excellent service. (*American Express 2017 Customer Service Barometer*)
- Maximizing satisfaction with customer journeys can increase customer satisfaction by 20 percent, lift revenue by 15 percent and lower the cost of serving customers as much as 20 percent. (*McKinsey & Company*)

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- 86 percent of consumers are willing to pay for an upgraded experience. (*ThinkJar*)
- One happy customer can deliver as many as nine referrals. (*American Express*)
- A two percent increase in customer retention has the same effect as decreasing costs by ten percent. (*Leading on the Edge of Chaos, by Emmet Murphy and Mark Murphy*)

Bad customer service results in the following types of statistics:

- A typical business hears from four percent of dissatisfied customers. (*Understanding Customers* by Ruby Newell-Legner)
- 85 percent of customer churn due to poor service is preventable. (*ThinkJar, Inc.*)
- 89 percent of consumers stop doing business with a company when they experience poor customer service. (*Rightnow Customer Experience Impact Report*)
- Depending on which study you believe, and what industry you're in, acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one. (*Harvard Business Review, 2014*)

Beyond *customer service* is *customer experience*, meaning what your customer experiences in every exposure with your business. A report from a survey by Microsoft underlines this: "As customer expectations continue to climb, it becomes more challenging for brands to set themselves apart from the competition. Markets are increasingly crowded, and both price and product are being steadily overtaken by customer experience as the number one brand differentiator" (*Microsoft 2018, State of Global Customer Service Report*)."

## “Principle #14 Newton’s Laws

Your business follows the laws of physics. In 1687 Sir Isaac Newton, a physicist and mathematician, published his observations defining the fundamental laws of physics. Not presuming to be scientific, it’s easy to apply at least two of these laws to help you achieve your goals:

**Newton’s first law:** An object either remains at rest or continues to move at a constant velocity, unless acted upon by a force. This is the law of inertia. It says your practice and your business, at least at first, won’t grow by itself. It’ll sit there until you make it happen. This also applies to your role as a professional expert. If you do *nothing*, then *nothing* will happen.

The good news is that inertia can work in your favor. Once your business is on the move, it’s easier to keep the flywheel going. If you’ve ever had to push a car that wouldn’t start, you know how hard it is to build momentum. But once it’s moving, it is easier to maintain its speed.

**Newton’s third law:** To every action there is always opposed an equal reaction. I find this law comforting and reassuring. I’ve seen it play out in business in marketing. When you make an effort, an opposing effort is created. The opposing effort doesn’t need to be negative; it’s just an effort that returns your way. When you send out a promotion, you should expect something back. The art of good marketing is to make sure something returns your way and that it’s what you want.

**Outflow creates inflow, but no effort... is a no go.”**

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