

---

## FOUR REASONS WHY YOUR CUSTOMER SERVICE IS FAILING

### *Exceeding the Four Levels of Customer Expectations*

By Lorna Riley, CSP

Certified Speaking Professional

760-639-4020

What did over a billion people say that they expect in a customer service transaction? That's the question the Gallup poll asked over a billion people in a 20-year period. They extracted four levels of customer expectations from their exhaustive research. Here are the results of that study:

#### *Four Levels of Customer Expectations*

1. **Accuracy:** Customers expect transactions to be free of mistakes as a baseline of service. They expect the order to be right in the details--color, size, parts etc. The numbers have to match up, billing needs to be correct. This is the most basic expectation.
2. **Availability:** We expect service representatives to be there when we need them. Customers expect a sales or service person to be available 24/7. Do you have ample parking, help desks, 24-hour hot lines, cell phones, pagers, or a web site with a responsive customer service point of contact?

These first two levels are fairly easy to offer with technological solutions. Providing them however does not make happy customers. It simply keeps people from complaining.

3. **Partnering:** Customers expect service providers to help solve problems and to troubleshoot. Customers expect you to empathize with their situation and anticipate problems--both the ones they know about and hidden issues of which they may not be aware. They want you to think in their shoes and share the risk.

- 4. Advice:** Customers expect service providers to teach them what they need to know in order to make sound decisions. They expect you to take the time to explain how your products or services work, provide important information options and recommend the best option based on your expertise. Learning leads to loyalty and loyalty helps create customer advocates. A customer advocate is likely to spread the word about their favorable experience with you and your organization.

Now knowing what a billion people want in a service transaction, the next most important question to ask is, “*By offering these four levels, are we providing good customer service?*”

The answer is “Yes and no.” It’s *good* customer service *but that’s all it is*. It’s not great, memorable, or even competitive because *it’s simply meeting a minimal expectation!* Today customers have raised the bar on what it means to provide what I call Off-the-Chart Customer Service™. To be competitive and to keep customers for life, you must not only meet, but also exceed the four levels expectations. OTC Learning Solutions has created solutions that will take your organization into today’s cutting-edge best-practices through implementing the “Six F’s.” Learn OTC’s **Six F’s** so that your organization can not only keep customers loyal, but keep them for life. For more information:

Contact Lorna Riley for a complete list of training programs and speeches:

[Lorna@lornariley.com](mailto:Lorna@lornariley.com)

Or call 760-639-4020.

For more resources and complete listing of services, please visit our sites at:

[www.straightreferrals.com](http://www.straightreferrals.com)

[www.otclearning.com](http://www.otclearning.com)

[www.lornariley.com](http://www.lornariley.com)