

The Dealer Channel Improvement Center

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And Presentations By
John Tschohl
John Foley

SALES CORNER

Take a “Vow to Wow”

...by John Tschohl

I am in the process of updating one of my books and I came across a heading that I had written in for Costco.... Vow to Wow. Since day one COSTCO has had an unwavering commitment to doing the right thing for their members, employees, suppliers and the community. Their strategy is to make sure its customers come back.

That unbeatable value proposition on quality products and *customer service* has inspired roughly 90% of Costco's 85 million cardholders worldwide to renew their \$55 to \$110 memberships each year.

Wow!

For the twenty-two weeks ended January 29, 2017, the Company reported net sales of \$52.26 billion, an increase of five percent from \$49.98 billion during the similar period last year. **Wow!**

The same holds true for Disney. Have you ever heard of Disney's reputation for exceptional service?

Empowerment is a religion there. Employees are thoroughly trained and then told that they have the authority (has been delegated to them) to do whatever is necessary to deal with problems on the spot in order to make customers happy.

Cast members (as front-line employees are called) do not say, "That's not my job, I'll get a supervisor." When people with problems call a number at Disney World, the first employee who answers the phone makes an effort – a heroic effort, if necessary – to solve the problem. The employee does not send the caller all over the company.

The Disney philosophy is reflected in a statement that every organization in America with a desire for customer loyalty should mount on the boardroom wall: "Management Must Not Only Support the Front Line But It Must TRUST It As Well."

Disney believes that front-line employees should be the first and the last contact for customers.

These employees and *all Disney employees* are treated with respect. **Wow!**

My take on this is to:

- Vow to treat customers like life-long partners
- Vow to not disappoint or anger customers
- Vow to see the business through customer eyes
- Vow to deliver more service than you promise

"Take a vow to have 100% customer service every time, every day, always and, you'll 'Wow' them every time."-- John Tschohl

John Tschohl is an international service strategist and speaker. He is founder and president of the Service Quality Institute. He has written several books on customer service. 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.