

July 2014 Customer Service: More than Satisfaction

"The more high tech the world becomes, the more people crave high-touch service."
- John Naisbett

Every one of us has had one: a fantastic customer experience. It's that feeling of being more than satisfied. It's a sense that the service provider respects you, listens to you, and is going to exceed your expectations with every contact. Great customer experiences are full of positive defining moments.

It's these kinds of stellar experiences that make us loyal customers who:

- Continue to do business with an organization
- Encourage others to use the service / product
- Speak positively about the organization
- Give recognition to the organization for going above and beyond.

Having loyal customers is critical to our county's commitment to progressive public policy, superior public service, courteous public contact, judicious exercise of authority and sound management of public resources to meet the needs and concerns of our citizens today and tomorrow.¹

We can build customer loyalty by creating positive defining moments in our interactions. This happens when we remember that every interaction has a human dimension to it. Every one of our customers, whether they are internal or external, needs to feel respected, understood and that they matter. It occurs when we can meet the needs of the customer balanced with the needs of the organization.

Customers have shared in surveys that there are four qualities they look for in the service they receive: They want service that is:

- **Seamless**
Customers don't want to have to talk with numerous people or worry about all the details. They want one point of contact, a guide through the system, and someone who makes sense of policy (not just quotes policy.)
- **Trustworthy**
Customers want to feel like they are in good hands. They want us to do what we say we will do and make it right the first time. If something does go wrong, they would like a quick and thorough resolution.
- **Attentive**
Customers want to be acknowledged with respect in a quick and polite manner. They want to have their human needs met as well as the business needs. They are looking for service providers who are friendly, courteous, understanding and patient. They want to feel valued.
- **Resourceful**
Customers are looking for creative solutions to problems. They appreciate a flexible approach to solving their problems and accommodating their requests.

Who are your customers? Once you have identified them, explore ways you can create more positive defining moments by providing service that is more seamless, trustworthy, attentive and resourceful. With these tools and actions we will be able to exceed the public's expectations of our service.

¹[Pinellas County Mission/Vision/Values](#)