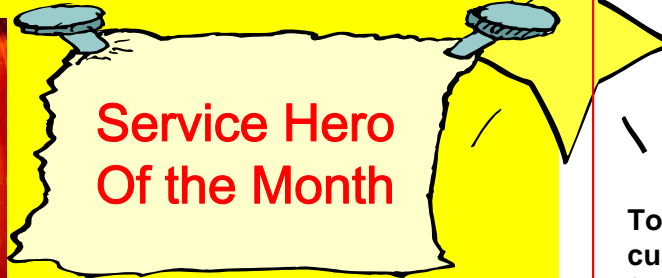


BUSINESS IS ALL ABOUT RELATIONSHIP



**Service Hero
Of the Month**

Mr Emaran bin Amir, F & B Manager, Glory Beach Resort, Port Dickson

I was conducting a "High Performance Service Organisation" programme for one of my clients recently and it was held in Glory Beach Hotel, Port Dickson, Malaysia. I have never heard about this hotel before and I do have to admit that I was pretty negative about this hotel from the onset. However, on checking in at 10.00pm, I was attended to by Mr Emaran and we went to the training room to check the facilities, to ensure that they are all in order for my tomorrow's training. This is one of the very rare occasions where a hotel staff actually take the trouble to make sure that the training room is ready for next day's training.

All throughout my stay in Glory Beach, Mr Emaran has always been around and I noticed that he was attending to customers from morning till night. What Mr Emaran was doing was that he was establishing a relationship with his clients and that has truly secured my loyalty towards Glory Resort. Customers loyalty is based all on feelings: how they felt during their stay and not because it is a 5 Star hotel.

Business in general has undergone a fundamental shift in thinking and behaviour in the last decade, a shift that cries for better service. There are 3 critical changes in the business landscape that are embraced by successful companies.

OLD WAY		NEW WAY
TRANSACTIONAL		RELATIONAL
REACTIVE		PROACTIVE
SATISFIED CUSTOMERS		VERY SATISFIED CUSTOMERS
VERY SATISFIED CUSTOMERS		EXTREMELY SATISFIED CUSTOMERS
MEET EXPECTATIONS		EXCEED EXPECTATIONS

Companies need to transform satisfied customers to extremely satisfied customers. They need to move from meeting expectations to exceeding expectations. The reality is, satisfied customers simply aren't enough anymore to make a prosperous business. They aren't really loyal and will readily defect at the slightest prompt. **ONLY EXTREMELY SATISFIED CUSTOMERS ARE GENUINELY LOYAL!**

Allen Teh
CEO/National Director

P/s: I am going there to stay again



To read more about Allen Teh's customer service experiences (good and bad), do visit www.doctorservice.blogspot.com

Latest News

C U S T O M E R E Y E S

CCC's latest Web-based Mystery Shopper programme.

Kindly visit :

www.customereyes.net

(turn on your speaker but medium volume)



In collaboration with the Helpdesk Institute of USA (HDI), CCC is launching our Certification programmes for HelpDesk / Call Centre in the month of May 2005

1. Customer Service Specialist (CSS)
2. Helpdesk Analyst (HDA)