

DON'T BE TOO BUSY TO BE NICE!!!



Service Hero Of the Month

**Mr Richard Tan, Snr MARCOM Manager
Ichiban Global Pte Ltd, Singapore**

This is usually the case. When you walk into a restaurant, hotel or a retail outlet, the staff or sales people are usually more attentive and friendlier if business is slow and there are few customers. On the other hand, if business is very good and the outlet is swarming with customers, you may end up thinking that you are Mr Transparent, and nobody bothers about you. There again, many service staff are really not bothered about their customers regardless of whether they have business or not. They just downright "DON'T CARE".

The lesson here today is: DON'T BE TOO BUSY TO BE NICE. Let's simplify the word "CUSTOMER SERVICE". Some service staff find it hard to understand this bombastic word. So I say this slowly – "Just be nice to all our customers, as long as you are paid a salary by your employer". That's all your boss is asking you to do. BUT.....it doesn't seem to be happening. Service staff are practically chasing away every customer who walks into their shop, by their body language and their "cold-shoulder" treatment.

Let's talk about our Service Hero of the month – Mr Richard Tan. I met him at the PC Fair held in KLCC Convention Centre. He was there with all his colleagues from Ichiban, manning their huge booth. WOW! They must be doing very well. Of all the Ichiban staff, Richard stood out from the rest, as far as my observation is concerned. Despite his busyness and so many customers visiting their booth, Richard remained attentive. I do have to say that I am a bit of a pain-in-the-neck as a customer – anyway, which customer isn't nowadays? I always put the sales staff to the test, asking millions of questions and really taking them for a "test-drive". In summary, Richard Tan survived the onslaught. But to the chagrin of all sales people, this customer said "Bye-Bye" after the entire Q & A session. But, Richard gave a smile and said "That's OK. Come by again". I actually did go by Ichiban's booth again and to my surprise, Richard remembered me and gave me a very great, BIG smile and pursued after the sales again, relentlessly.

I do have to confess that I would not have bought the ICHIBAN AMP-22, if it had not been for Richard's persistence and friendly disposition. So, if you want more business, DON'T BE TOO BUSY TO BE NICE! Because, customer service is all about FEELINGS!

**The "how" lingers in the customer's memory banks
long after "what" you do (the offering) is forgotten...
it's personal!**

**Allen Teh
CEO/National Director**

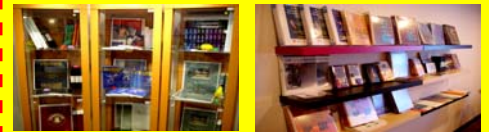
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