

SERVICE EXCELLENCE = SERVE + KIND



Service Hero Of the Month

Ms Mae Yee, HELP University College, Malaysia

If you open the newspaper, you will realise that there are so many advertisements placed by so many colleges, institutes and learning centres. Students are spoiled for choice. In fact, I do have to say that their parents have more say in which college their children will eventually enrol. What makes a college so special that its fame gets conveyed from mouth to mouth??? The foreign universities they represent? The courses they offer? The quality of their lecturers? Yes to all but every college of institution of higher learning practically have the same offerings and very little differentiation in the eyes of the students and their parents.

In the beginning of every year, students and parents will go "shopping" for appropriate colleges and courses, and they will visit a few colleges to enquire as well as speak to student counsellors. They will then eventually decide on one. My niece and her mom went to HELP Institute recently for a "look-see" and I tagged along for morale support. While they were being attended to by friendly student counsellors, I took the liberty to sit down on one of the benches nearby. As usual, being a customer service trainer and consultant (or a service critic rather), I started to put on my observation lenses and observed. The counsellors were friendly, attentive and one of them even acknowledged my presence.

Then, came along a lady with a great big smile and she asked me whether I have been attended to and I told her that I am OK and just waiting for my niece. But, I was pleasantly surprised because we don't get this kind of attention very much nowadays from service providers. That lady walked away but came back 10 minutes later and asked me if I liked to have a bottle of mineral water...again flashing that great big smile. That did it! I knew that I have to interview this lady and make her our Service Hero of the Month. Her name is Mae Yee.

Customers are really easy to please especially when there is such a shortage of good service nowadays in Malaysia. Most normal customers do not behave like "KING KONG" but instead have very simple and down-to-earth expectations. I call it the BASIC A.R.T of customer service. If service staff can delivery the A.R.T of customer service, that should be enough to please many customers, that bring them back to do business with you everytime. They will also tell all their friends good things about your company. FREE ADVERTISEMENT. Why spend RM80,000 on a centrefold advert when you can get free publicity which carries more weight and credibility.

The BASIC A.R.T:-

- A = Attention
- R = Respect
- T = Time

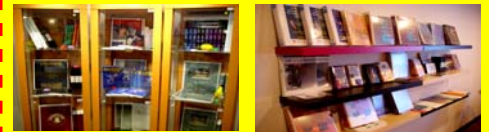
That's all customers want from you.....meet their basic expectations and you have already achieved much. Remember, always run the first mile before you even think of running the extra mile and usually the first mile is the most important.

Allen Teh
CEO, Centre for Customer
Care (CCC) Malaysia

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Touchpoints

"If you think you are too small to have impact, trying going to bed with a mosquito in the room."

- Anita Roddick (Body Shop)