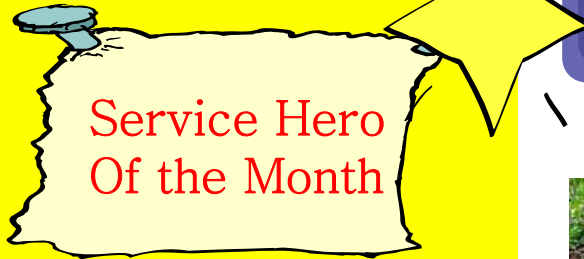


GIVING CUSTOMERS A "MEMORABLE EXPERIENCE"



KLIA McDonald's Team, Malaysia



**Service Hero
Of the Month**

Teambuilding for Service Excellence (TSE) Rhythm programme

Combining teambuilding training with customer service/sales/leadership training



African Hand-drums are also sold at our Showroom



CUSTOMEREYES

CCC's latest Web-based Customer Research Programme.

www.customereyes.net

- ✓ Mystery Shopping Programme
- ✓ Customer Satisfaction Survey
- ✓ Employee Climate Survey

Touchpoints

"If you say you CAN, you Can. If you say you CANNOT, you CANNOT, Either way you are right but the end results are VERY different"

- Henry Ford

The Centre for Customer Care (CCC) Malaysia, being the champion for service excellence in Malaysia and Asia, has been randomly visiting service/hospitality outlets for the last 2 years and our objective was to spot employees delivering excellent service to their customers. As a recognition for their excellent service rendered, CCC will accord them the Service Hero of the month award. This month's award goes to the McDonald's Team at KL International Airport Malaysia.

I went to McDonald's KLIA for my breakfast on the morning of 18th Jan 2006. I was greeted by Shantini with a very welcoming smile. Upon reaching the counter, I was greeted again by the Floor Manager Hisham and Hisham was not behind the counter but on the floor. I noticed the Restaurant Manager Syed Ismail was also on the floor, helping to clear tables That to me was another plus point, because the managers were leading the team and acting as a good role model. This is a simple illustration of "leadership by example". Sometimes we wonder why our people are not serving customers as enthusiastically as they should. More often than not, the answer is "LEADERSHIP".

Fatimah served me from behind the counter and again she had a wonderful smile. The thing that really shocked me and surprised me into convulsion was when Fatimah offered to send the food to my table as she noticed that I was holding a piece of luggage. **WOW!** But....the KLIA Team did not stop there. Hisham sent the food to my table and then offered to take chilli and tomato sauce for me. **DOUBLE WOW!**

Of course the décor at McDonald's was very nice and the ambience was conducive. But...I will definitely return to McDonald's KLIA because of the "magical" experience that I had encountered and will definitely tell all my friends about this experience. Giving customers a wonderful and memorable experience is definitely the answer to our quest for customer loyalty. What more, since my web-blog and newsletter goes out to thousands of members, McDonald's do not have to pay a cent for this FREE ADVERTISEMENT but the benefits will come. Say "thank you" McDonald's.

As usual, after much observation, I introduced myself to Syed Ismail and I do have to say that he was pretty nervous and I suspected that he thinks he is in for a severe lashing by another unhappy customer. To his surprise, I did the opposite and you can practically see Syed smile from ear to ear. He told me that he has never been complimented by customers before and that really made his day. I believe that with this morning encouragement and compliment for their service, the KLIA team will most definitely serve their customers even better and feel much better about themselves. What a booster for self-image and positive attitude. That my dear friends is the KEY that we have always been looking for - INTERNAL MOTIVATION does wonders to a person and his performance.

Here are some tips to ensure that McDonald's Malaysia evolve into a SERVICE LEADER in Malaysia:-

1. Maintain service consistency throughout all outlets and not just a few like KLIA.
2. The crew clearing tables and mopping floors need also to be courteous and friendly to all customers and not just busy doing their jobs and leaving "service" to those at the frontline. A service culture must permeate the entire outlet and all crew members regardless of their function or position must deliver the same level of excellent service, and love that at the same time.
3. Employees need to be recognised and rewarded for their performance and their service orientation. Mystery shopping programmes conducted always lack that element and instead, uses a punitive approach based on fear to get their staff to perform and even to "smile". Instead, Mystery Shopping programmes, like CUSTOMEREYES, must utilise the motivation approach and the message that goes out to all staff "Get Caught Giving WOW! Service" and once they are "caught", then recognise and reward them with much celebration.

It is not really the product or price, but the customer experience that will bring them back every time!