

CREATING A GREAT SHOPPING EXPERIENCE

Service First Video Library



Service Hero Of the Month



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Ms Jenny Yee, Retail Manager, Pet Lovers Centre (PLC) Pet Safari, Ikano Power Centre, Malaysia

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Showroom



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CCC's latest Web-based
Mystery Shopper
programme.

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(turn on your speaker but
medium volume)



In collaboration with the
Helpdesk Institute of USA
(HDI), CCC is launching our

**CCC-HDI Call Centre
Certification
Programme**

I am always a pet lover but recently, I have cultivated my passion in keeping tropical fish ever since I got my first aquarium. Pet Lovers Centre (PLC) is not a new place to me but it was never my favourite hang out place. However, it became my usual stop-over since the take-over by PLC in October 2005. The previous owner was not doing a good job at all!

When I first stepped into this shop, I was not expecting any surprises or anything out of the blue. I just wanted to go in and look for some new fishes. My feeling was: Just another good old pet shop...with uncaring, couldn't-careless employees, always giving you the look that they don't want your business. As it was a new place and many things were being unpacked, the place was still in a mess and many items have yet to be price-tagged.

Then, I bumped into Jenny. When she saw me, immediately she passed what she was doing to another colleague and welcomed me with warm smile (Customer First – she passed the 1st test). Jenny was really approachable and Wow! she had good product knowledge and this sustained my interest to explore more on fresh water fish. (Good product knowledge – she passed the 2nd test). Her sincere advice has given me tips on rearing different species of fresh water fish, as compared to other attendants who are only interested in pushing for more sales and did not care if the customer need any help in rearing fish or even keeping the fish alive on reaching their homes. (Put your customer's benefit before yours – she passed the 3rd test). Due to her patience and dedication, I finally made a purchase, not only the fish but also other accessories (Relationship Selling brings in more sales – she passed the 4th test). And, I would say that Jenny really deserves my second Wow! as she has far-sightedness to offer me membership to PLC, to secure my loyalty and to get me to come back next time. Besides that, I felt good. (Understand the lifetime value of a customer, that they don't just buy once but can be your customer for the next 10 years – she passed the 5th test). The personalised service and friendship (yes, I can call her my friend now) from Jenny made me a regular at PLC. It seems that I going to PLC every week and spending a lot of money there (I better watch my expenditure). What I have actually 'bought' and 'brought' back is a Wow! Service Experience that will ensure my return and free advertisement for PLC, and for Jenny personally.

The Relationship Selling philosophy is: Business should be practised as an act of friendship, rather than merely as a process or transaction. We DO NOT process customers but we SERVE customers. Business must have employees are can CONNECT with their customers, and turn them into friends of the business. That will create customer loyalty for life. No amount of advertising and promotions, price slashing and product innovation can create for your business such customer loyalty. So, CEOs, why are you spending the millions on advertising and promotions that will never give you any sustainable competitive advantage??? Consider your employees...your people.

The next challenge is – how does PLC create more employees like Jenny. It won't be easy and requires much investment and commitment from the leadership.

*Ming Ming
Business Development
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