(#131) Dear Management:

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Your company's system or procedural problems SHOULD NOT be your customers.

For example:  Lets say your merchant service provider goes down.  So no credit card machines are working and no idea of when they'll be back up.

What do you do?  Close your shop?  Make the customers wait with you?  Have your customers give you their pinn # and tell them you'll charge them later?

Ummm... no... none of these are good for your customer.  Especially that last one, geesh...

What you do is, be prepared... for mishaps like this.   And you open up the drawer where you already have your old credit card imprinter and keep those sales rolling.

It may be more work for you, but it's YOUR problem to fix NOT your customers.  They should not be burdened by or hear an excuse for... not being prepared for such occurrences.

So now go evaluate what your company would do if "x" system or "x" procedure goes sideways.

Because THAT is customer service.

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