



"...Build The People, Build The Business..." Customer Service... with "ALOHA"

In a previous KALA, a Manager asked me for advice ...

"Some of our employees are providing good service to our customers and others are not. We are a small organization and rely on referrals. What can I do to standardize the way we provide service?"

My response:

Most unhappy customers tell nine to ten of their friends about their negative experiences instead of complaining directly to the company. As part of your company's annually updated written *CUSTOMER SERVICE PLAN*, you need to develop, create and implement Standard Operating Procedures (SOP) that your customers will emotionally identify with your organization. These SOPs should be simple for your employees to remember.

There are many different components to a successful *CUSTOMER SERVICE PLAN*. One major component is to train and provide employees with SOPs to successfully resolve customers' issues and complaints to ensure customer loyalty.

Piosalan & Associates can provide or customize a complete standard cycle of service that employees can follow in normal/abnormal or conflict situations.

Some of our client companies use our acronym "**ALOHA**" as part of their SOP for providing excellent customer service.

Customer Service with "ALOHA"

- A ... Acknowledge
- L ... Listen, Look, & Learn
- O ... Overcome Obstacles and Offer Options
- H ... Help customers and Have Fun
- A ... Any other Assistance?

The other components to a successful *CUSTOMER SERVICE PLAN*, include but are not limited to integrating Customer Service SOPs into job descriptions, taking pride in the work environment, verbal and nonverbal communications, and management coaching.

Take the challenge. Ask your employees) "What are the standards for customer service in our organization?" If you get blank stares, **Piosalan & Associates** can assist your organization to put the "**ALOHA**" in your customer

service. All correspondence will remain confidential.

A manager asked me for advice ...

"How do I effectively recruit the best candidates and retain the best employees for my organization?"

My response will be in an upcoming issue of KALA. If you have any questions that I may be able to help you answer, please email me. All correspondence will remain confidential.

Dr. Lillie Ann Piosalan, Organizational Development Consultant and Motivational Speaker for Piosalan & Associates, shares her expertise relating to Human Resources Management and Human Resources Development. Professional services include executive search consulting, corporate recruiting and restructuring, personality profiling, motivational training, creating resumes, and coaching management leaders and individuals. Please visit Piosalan & Associates' website at www.piosalan.com for more information or contact Lillie at Lillie@Piosalan.com.