

Owner to Owner Podcast Notes



The Value of Employee Value Proposition – Customer Service

Episode #7

Summary:

Felicia Harris, Principal Owner of EverythingHR and EverythingHR Financial Services, interviews Colette Douglas, President of Elite Customer Service. The two discuss the most important parts of excellent customer service such as paying attention to details, having high expectations for employees, being consistent and respectful, and having character and integrity.

Show Notes:

- Real customer service is about the details
- Ongoing training is really important when it comes to retaining customers
- Company policy versus philosophy/culture
- Employee morale is integral to an excellent customer service experience
- Customer service should be focused on both the external and internal customer
- Organizations need to have training for multiple generations of employees
- High expectations are important for a successful company
- Customer service has become the top priority this year
- Disney and Ritz-Carlton are both excellent examples of elite customer service
- Consistency is key
- There is a difference between a prospective customer and a continued client
- Employees have to fully embrace the company's philosophy
- Character and integrity are necessary in business and in life
- Companies should make their employee value propositions and employees should make sure to follow them
- Respect, internally and externally, is invaluable at work and at home
- Use a self-evaluation to honestly face what you need to change
- Cultural sensitivity is also extremely important
- Dig deep, read, and stay educated

3 Key Points:

1. The highest quality customer service is all about the details.
2. Customer service will be the top priority in future business.
3. Employee value propositions should focus on character, integrity, respect, and cultural sensitivity.

Tweetable Quotes:

- "It's the details that really matter that provide the experience." - Douglas
- "The most important element in a company is an employee." - Douglas
- "People rise to the expectations set for them." - Douglas

Resources Mentioned

www.elite-customer.com

colette@elite-customer.com

Podcast

<http://elshaddaiconsulting.net/everythinghr-owner-to-owner-podcast.html>

Twitter

<https://twitter.com/everythinghr1>

Linkedin

<https://www.linkedin.com/company/everythinghr1/>

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