

Reduce your Customer Complaints about Staff Attitudes and Behaviours

What impact is your employee's behaviour having on your customers' perceptions of service quality and their overall satisfaction?





Hello from Charley

How often have you or your customers experienced rudeness and poor service as you go about your everyday business?

We are all customers ourselves and know how we feel when poorly treated.

Customer service and how it is manifested through employee attitudes and behaviours is nothing new – but, sadly it is still one of the single biggest issues customers face today. Research has shown that on average 25 – 30% of customer complaints relate to rudeness and bad attitude. Do you know if all your customers express their complaints or how many just stop using your organisation when they are dissatisfied?

In my video I provided some key steps on how to reduce your customers' complaints and I recommended you develop a matrix to map both the 'best and worst' practices among your employees which affect your customers. I also offered to show you an example of such a matrix in this ebook. Work through the guidelines and especially the matrix and then customise it for your own organisation.

I hope you will find this useful and that it will help you reduce your customer complaints about employee attitudes and behaviours – and that you see some marked results!

Warm wishes,

1. Matrix showing Employee Attitudes and Behaviours which affect Your Customers

BEHAVIOURS

Positively Affect the Customer	Negatively Affect the Customer
<ol style="list-style-type: none"> 1. Being polite and cheerful 2. Making the customer feel special (addressing the customer by name and offering individualised service) 3. Looking neat 4. Offering the proper service the first time 5. Being knowledgeable enough to respond to questions 6. Being ready and willing 7. Taking the initiative by making extra efforts 8. Creating a solution by reaching a compromise 9. Offering a service above expectations 	<ol style="list-style-type: none"> 1. Being sulky 2. Being unable to meet demands or respond to questions 3. Giving negative answers with strong reactions 4. Acting without asking the customer 5. Making the customer feel unhappy and not being interested in the customer

ATTITUDES AND PERCEPTIONS

Behind the Behaviours which Positively Affect the Customer	Behind the Behaviours which Negatively Affect the Customer
<ol style="list-style-type: none"> 1. Sincerity 2. Fully engaging with the customer 3. Trying to achieve a high performance in all service offerings 4. Attitude of the customer 5. Making the customer feel that there will not be any problems 6. Personal characteristics 7. Decency 8. Conscience 9. Empathy 	<ol style="list-style-type: none"> 1. Stress 2. Workload 3. Lacking authority to use initiative 4. Fatigue 5. Lack of opportunities 6. Emotional state 7. Feeling uncomfortable with ones' position 8. Reflecting unhappiness with colleagues in the encounter with the customer 9. Thinking that this kind of behavior is acceptable

CAUSES

Behind the Behaviours which Positively Affect the Customer	Behind the Behaviours which Negatively Affect the Customer
<ol style="list-style-type: none"> 1. Training 2. Empowerment 3. Provision of customer satisfaction 4. Values of the workplace 5. Sense of duty 6. Behaving in a professional manner 7. Personal interest 8. Feeling responsible 9. Fear of losing the job 10. Desire to avoid having the department or organisation experience any problem 11. Word-of-mouth advertising 	<ol style="list-style-type: none"> 1. Working conditions and inadequate remuneration 2. The customer's unethical behaviour 3. Role ambiguity 4. Disliking the customer 5. Feeling deceived 6. Lying on the part of the customer 7. Reflecting personal issues in the workplace 8. Heavy workload 9. Long working hours 10. Lack of self-care 11. Lack of understanding shown by management 12. Lack of training

Source:

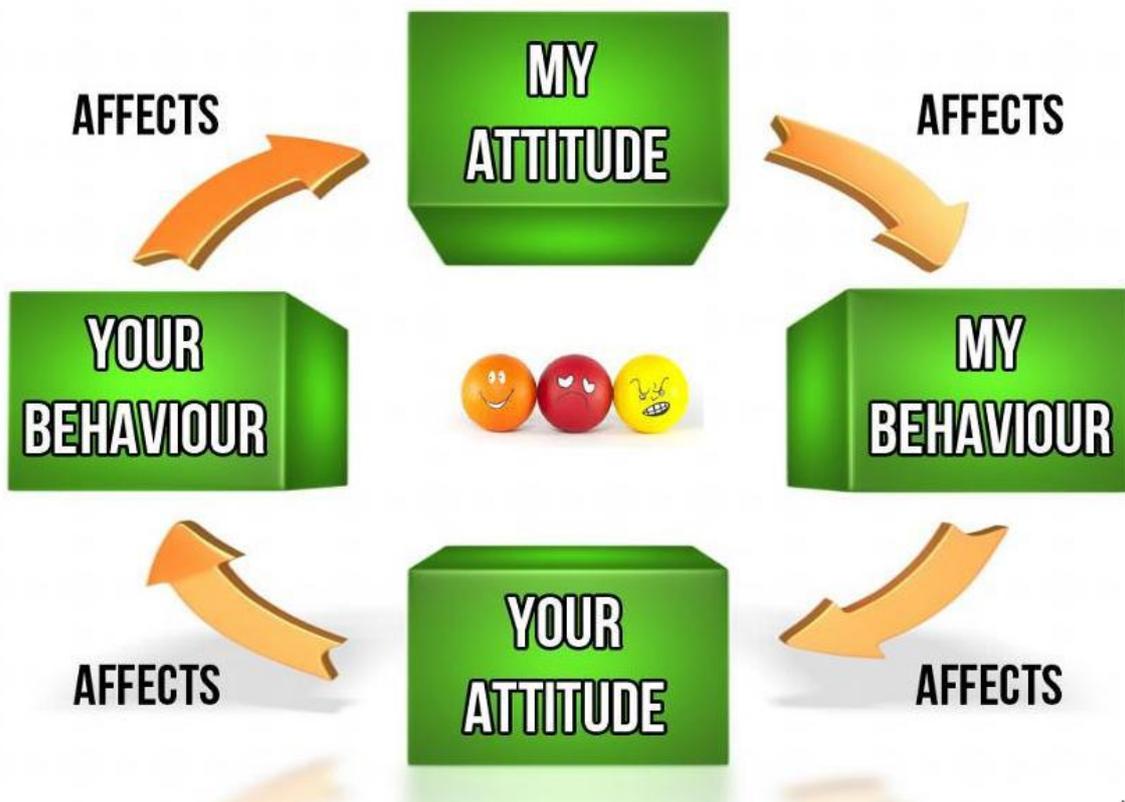
The initial matrix was developed in 2014 by the Polytechnic Institute of Leiria when researching the impact of employee attitudes and behaviours specifically in the hotel industry. I have customised the research model in many sectors since then and the resulting matrix above, to show how it can be applied in all sectors.

ACTIONS TO TAKE:

- Find out the impact your employees attitudes and behaviours – both good and bad – have on your customers.
- Rate them by customer groupings (personal, business, wholesale, international etc.) and by distribution channel (call centres, retail or branch outlets, wholesale units etc.)
- Try to identify how much business, and at what level, has been lost as a result of these, especially if they are repeat bad behaviours.
- Also try to identify how much business has been retained and referred by very satisfied customers, especially if they are repeat good behaviours.
- Then conduct employee focus groups or a survey specifically around the behaviours identified by the customers to help you understand the causes.

- Once you know the cause, you can then plan what you need to do to in terms of supporting your employees in personal areas and what you need to do from the organisational perspective.
- When changes have been made, repeat the research exercise in 12 months to see the improvements.

2. Key steps to reduce your customer complaints about your employees attitudes and behaviours



- Set specific measurable standards on the attitudes and behaviours which are required in your organisation, and hold employees, particularly senior managers, accountable for their attitudes and behaviour toward their co-workers. Remember, how staff are treated internally will be reflected externally! So focus on the internal attitudes first.
- Thank your employees every chance you get – whether it is hand-written notes, personal comments or phone calls.

- Require all managers to attend customer service training programs along with their employees and to take responsibility and be accountable for the consistent implementation of the customer service behaviour standards. There can be no room for personal interpretation or misinterpretation here – consistency is key!
- Instill in your organisation that customer service is an attitude, not a process and not a department.
- Identify the ‘best practices’ among your employees at regular intervals, quarterly at least, and develop a matrix showing those attitudes, behaviours and perceptions which positively affect your customers.
- Similarly, identify those ‘worst practices’ among your employees at regular intervals, and embed them in the same matrix showing those attitudes, behaviours and perceptions which negatively affect your customers.
- When you compare these side by side, work out the causes behind these attitudes and behaviours, both positive and negative. The reasons for poor attitude or behaviour may not necessarily be due to the employees alone – but possibly also to managerial, environmental and establishment factors.



Who I Am

I have spent over 20 years working in more than 26 countries, bringing all forms of learning to life. My focus is on people and my personal philosophy is that people and how they are treated will determine success at all levels. I specialise in bringing a deeper awareness and consciousness to how people think and behave and the impact this has on their lives – at both personal and professional levels. From this I then identify, interpret and frame opportunities and solutions for individuals and organisations to work differently and to have fun while doing so!

I work with my clients in a variety of roles as a trainer, online tutor, mentor, consultant, facilitator and partner. I have worked extensively in developed, emerging and transition economies leading people, projects and programs and now, more than ever, I see the need for people to, quite literally, ‘stop and smell the roses!’

We all need to step back from frantically ‘doing’ to consciously ‘being’ and I can help you to achieve this. For more information, visit me at www.charleyswords.com