

Seeing What Your Customers See



Bill Nye
Berger Rental Communities

Most of us know the golden rule, “Do unto others as you would want done unto you.” On the surface, this sounds like a great way to treat others; but, is it self-centered? The rationale is that we don’t want to be treated unfairly or disrespected, so we shouldn’t treat others this way – but I want to present a theory. In the world of customer service, it doesn’t matter how we want to be treated. We should treat our customers the way they want to be treated.

Perhaps the “Golden Rule of Customer Service” should be, “Do unto others as they would want done unto them.” This embodies the subjectivity of customer service. Everyone has a different opinion on what they

consider outstanding. In many ways, customer service is a moving target. To provide your customers with great service every day, here are some tips:

- **Only the customer has the power to validate your customer service.** It doesn’t matter how good we think we are. The only opinion that matters is the opinion of the customer. The sooner you realize this and embrace it, the sooner your attitude towards the customers will be noticeably optimistic and appreciated.

- **Don’t let one bad experience take control of your attitude.** We all know that some people just can’t be pleased. Shake it off. Don’t allow that person to take control of your attitude. The people that appreciate you don’t deserve to be treated poorly because they aren’t the ones that mistreated you. Let it go and move on.

- **There isn’t a single policy that will guarantee great customer service.** So many companies spend countless hours trying to perfect policies that will mandate a perfect experience for the customer. That policy simply doesn’t exist. The reality is that it’s ultimately the people who deliver a great experience and not a rule.

- **Stop trying to help people and start trying to make people happy.** Plenty of businesses help their customers, but that’s not the same as ensuring their happiness. Every time I walk into a convenience store I am helped at the counter with my purchase, but not once has anyone shown an interest in making sure I am happy being their customer. Do more than help the customer. Go the extra step to make sure they are satisfied.

In the end, great customer service is so much about attitude and less about skills or following a policy. I often remind my team that we will not judge ourselves by our intentions but rather by our impact. It doesn’t matter what we meant to do. What matters is what we actually do. The more we do for the customer, the less time we need to spend on finding new customers.

Bill Nye, CAM, PhD. is the Vice President of Operations for Berger Rental Communities in Wayne, PA. He has over 25 years of experience in property management and is a nationally recognized speaker, trainer, author and consultant.