

Is Your Service Really a Marketing Tool?

By Dee Dee Raap

Take this quiz to determine if your customer service qualifies as a value added marketing tool in your organization.

True or False: Customers expect good service, but customers expect even better service when something “costs more” or is related to their health and family.

True or False: Customer rapport is the responsibility of customer service reps.

True or False: When you increase customer rapport and customer engagement, you increase the customer’s perceived value in your organization.

True or False: Customer retention results from value added service that makes a customer genuinely glad to do business with you.

True or False: Value added service costs a great deal.

True or False: Employees reinforce your advertising and promotional dollars when they provide good service.

True or False: Employees enhance your advertising and promotional dollars when they provide great service.

True or False: Customer service = customer care. Customer care = caring, effective communication.

True or False: Employees need training to effectively communicate with today’s complex market, especially if dealing with age and gender differences.

True or False: Employees are good people who will be able to improve their level of service by learning new skills in attitude and communication.

True or False: Employees are motivated to provide excellent service more by effective coaching than by wages.

I believe there is only one False answer. Value added service doesn’t cost much. That’s why you’re wise to implement value added strategies today.

Interested in scheduling a motivational speech? Looking for a great meeting facilitator? Call or email Dee Dee and let’s get started on this great journey together!

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