



How do you inspire your customers?

This article is dedicated to all those ‘customer service treasures’ who work hard to deliver awesome service to their customers – thank you for inspiring your customers - you guys rock!

We’ve certainly been inspired by some of the service we’ve received recently - read on and you’ll see what we mean.

Imagine that you are either the customer receiving the service or the person delivering the service in each of these situations. Picture how great it feels to deliver service that leaves a lasting impression with customers, and how wonderful it feels to be the customer receiving it. That’s a win-win situation.

In our frequent travels we’ve met motel owners who are always thinking about their customer’s comfort. These lovely people remember their customers’ specific needs and provide fabulous ‘around the clock’ service to us. They care about our journey and leave welcoming notes that we discover when we finally arrive at their motel tired and jaded in the middle of the night. They open windows and ventilate our room if it’s hot, or have heating turned on for us if it’s cold. There is always a parking space reserved for us. We have a ‘thing’ for herbal teas and prefer low fat milk - now our room is always stocked with these items. Thank you folks – we are always inspired by the service that you give us.

During a trip across town in Surfer’s Paradise, a cheerful taxi driver shared lots of useful information with us about good things for ‘older’ people to do, e.g., the best beaches for people who aren’t in the ‘first flush of youth’ in a locale where most visitors are young party going types. Thank you for being so helpful and for caring that we enjoy our stay in your town – you impressed us and inspired us.

The staff at an Italian restaurant noticed that we had just competed in an international sporting event.

They enthusiastically suggested the best things on their menu for us to eat – they cared that our first meal after many months of following a strict diet regime was a great dining experience. Their welcome was warm and the meal was truly memorable. Thank you so much folks for inspiring us with your service and hospitality.



How do you feel when someone gives you great service? Are you, like us, left fizzing with positive feelings about that person and their team? What an asset these people are to their organisation and to our community!

Join us and recognize the hard working customer service people who make inspiring customer service happen. Share the great experiences that you’ve had as a customer or as a service provider – we would love to write down your stories and publish them on the New Zealand National Customer Service Website www.customerserviceweek.co.nz for others to enjoy. All you need to do is email us at info@customerserviceweek.co.nz and we will contact you, chat with you about your experience and record your story.

We have a free gift for all readers who share their great customer service experiences.