

2016



| Product Details |  |
|-----------------|--|
| Product ID      | SGLYP16072201                          |
| Category        |  |
| Manufacturer    |  |
| Specifications  | 1. 5<br>2. 15                          |
| Usage           | 1.<br>2.<br>3.<br>4.<br>5.<br>6.<br>7. |
| Standards       | 1.<br>2.<br>3. ASTM<br>4.              |

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### 5 Customer Satisfaction

Your own understanding of the nature of customer satisfaction will be far enough if every one of your employees remains moved in the Dark Ages. Every employee should be made aware and continuously reminded that "fixing" the customer is just as important as fixing the customer's problem. If you've been in business for a while, you've already seen your share of cases where the customer's problem was resolved, but the customer was still unhappy. The most common cause of this potentially fatal malady is employees (or owners) who have allowed themselves to become isolated from the customer's concerns. It's up to you to make certain that all of your employees understand that the ultimate goal of your combined efforts is a satisfied customer, not just a sale.

### 8 Don't overlook your employees as a source of ideas to improve your operation.

No one is closer to your customers and their opinions than your own employees. Acknowledgment and respect from employees. Workers who are respected by their bosses contribute to the success of the business. If you

### You treat the important

...begins the chain... between the phone... in understanding the... and respect... always answered... or their time... or herself by nam... more than a few... a commercial survey... a customer on hold for... the most certain way to alienate... If you can't find the information you need within a minute or less, volunteer to call the customer back. And always, ALWAYS, call the customer back when you have promised to do so. Even if you haven't been able to find all the information you need, don't force the customer to wait for a call that never comes.



**5 Train every employee to be an important member of the Customer Satisfaction Team.**

Your own understanding of the importance of customer satisfaction will be the first step if even one of your employees remains indifferent in the Dark Ages. Every employee should be made aware (and be continuously reminded) that "fixing" the customer is just as important as fixing the customer's problem. The most common cause of this potentially fatal malady is employees (or here) who have allowed themselves to become isolated from the customer's concerns. It is your ultimate goal of your combined efforts is a satisfied customer who will be the first to buy from you.

**7 Make sure that you treat the telephone as an important business tool.**

Your customer experience with your store begins the exact moment that one of your employees answers the phone. Make sure that your telephone is always answered and respect the customer's time. Never allow it to ring more than three or four times. Have a customer on hold for more than a minute or two and you are likely to lose the customer. And always, ALWAYS, call the customer back when you have promised to do so. Even if you haven't been able to find all the information you need, don't leave the customer to wait for a call that never comes.

**8 Don't overlook your employees as a source of ideas to improve your operation.**

No one is closer to your customers and their opinions than your own employees. Acknowledgment and recognition are the most important tools for getting suggestions and improvements from employees. Think of the ways that your employees are contributing to the success of your business. Don't let their ideas go unacknowledged or unappreciated. If you are a small independent business, you should have a program that makes it a point to reward your employees for their contributions. The power to that program is in the hands of your employees. Make a mistake, own it, and make a better one.

**6 Don't make a mistake, own it, and make a better one.**

are found only in neighborhoods and all others. You and your family's commitment to that







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