



Are your customers telling you about their experience with you? Have you exceeded expectations? How do you measure success? Today people are so accustomed to “less than acceptable” service, they accept mediocre as the norm. The reality is, a silent customer is not always a happy customer. They probably figure their comments or suggestions will simply fall upon deaf ears.

Separate yourself from your competitors and start the process of customer surveys. Remember, what you ask, and how and when you ask are all important factors. Use multiple mechanisms for finding answers (phone, email, face to face etc.) Speak to your web master about email communications and on line surveys. There are also various web based companies which specifically provide survey services at a minimal fee.

Timing is critical when you are looking for specific information to a service. You want to try and get information from the customer when the experience is fresh in their mind, however, it is also important to perform periodic maintenance questions regarding basic processes in the office. Never assume, because processes are in place they are being consistently followed. One hiccup in the process, is one too many.

It is important when measuring success, you look at responses from a customer perspective. The only way to know what the customer wants and expects is for us to ask. It is then important for us to take this information and review it with an open mind. Our expectations can be very different from the customer. These responses will help you better manage expectations and also deliver a world class experience.

Let us know how you feel about this topic and how you listen to your customers. Visit our blog at <http://www.aesthetics360.com/site/blog.htm> .

Kindest Regards,

The team at Aesthetics 360°

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