

Have a Good One? Are You Kidding Me?

Have you ever had a transaction with an employee, where they took your money, gave you change, handed you your package, then said; "Have a good one!" Are you kidding me? Have a good one? What the heck does that mean, and how is that supposed to make me feel valued? And why, only one? If you really liked and appreciated me, you would have given me more than "one."

What words are we using every day that offer no added value in the customer's experience or that leave a less than desirable perception? Our goal should be to exceed the customer's expectations. So what words can we use to do that? If we want to send the customer off with a smile on their face, or with positive feelings about their experience, we should tell the customer to:

"Have a fabulous day!"

"Have a great week!"

"Enjoy the exceptional weather!"

One of my other peeves occurs after a customer thanks an employee for helping them. At least 20% of the time, the employee will respond back with the words "No problem." That's right, the customer says "Thank you" and the employee says something like, "Oh, no problem." Do they have any idea what they have just told the customer? Maybe the customer heard, "You know what, you're not near as big a problem as I thought you were going to be!" I don't think that would exceed any customer's expectations.

I suggest you avoid the words, "No problem." Now, for those of you who are "No problemers," you know it is already a habit. You say those words automatically, and you don't even know you're saying them. It will take some time in order to remove these words from your vocabulary, but you must start today.

When someone says "Thank you" to you, what can you say to exceed their expectations? Do you think "You're welcome" would do that? "You're welcome" is a courteous response, but I don't think it would exceed anybody's expectations. Instead, I would like you to use the words, "My pleasure." Anytime a customer says "Thank you" to you, I want you to respond sincerely with "It's my pleasure." Look into their eyes and see what it does to people - it almost creates a physical transformation. People's eyes widen and they go light on their feet, because it elevates the customer's experience instantaneously.

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