

Want an Honest Answer? Ask a Better Question

By Marilyn Suttle



Most customers won't tell you when they aren't satisfied. They simply move on to your competitor. Why? Because service providers don't always handle complaints well and customers don't want to be uncomfortable.

You ask, "How was everything?" Your customer responds, "Fine." That's a pretty typical exchange, because it's the automatic response people are expected to give.

When you ask a more specific question you get customers thinking about their service. When you ask, "How was your consultation with Jeffrey today?" a happy customer tends to elaborate with, "It was fantastic," or "He was great."

When the customer says, "Fine," to a specific question, it may indicate that they aren't completely happy. You cannot fix what you don't know about, so it benefits you and your business to help customers feel comfortable confiding.

You can do that by asking an easy to answer question like, "What can we do to make your next visit even better?" They can answer that question without feeling like a complainer, making it easier to reveal their true feelings, like "It would be nice if there weren't so many phone interruptions."

That feedback allows you to learn the detailed truth about the customer's experience, so you can make adjustments that will keep them coming back.

What do you think?

How can you make it easier for your clients to tell you the detailed truth about their customer service experience?

To Book Marilyn Suttle for your next event, email:
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