

### ***Your Employees Have the Answer***

Research finds that approximately 70% of customers stop doing business with an organization because of the service they receive. Employees know what could make your customer service experience better, and make your company more successful.

The organization needs more than employees with improvement ideas – it needs to learn and act upon employees' insight. As a manager, ensure that employees have the tools, the empowerment, and the sense of purpose to share knowledge. Actively engaged employees help to grow the organization, and are likely to be service enthusiasts. Service enthusiasts are employees who consistently exceed customer expectations and are loyal, raving fans for your organization.

Take your internal communication system. Do you have a hierarchy where employees follow orders and do what they are told? Or, do you assign employees a task and let them solve the problem and get the task done?

If you chose the latter, you are probably moving your organization in the right direction to create employee service enthusiasts.

If you chose the former, spend some time on the front-line with your employees. Understand a typical work day for them. Ask them for efficiency or effectiveness improvement ideas. Listen without prejudice, and think outside the box. Empower the employee with a suggestion. Encourage them to speak up, vet the idea among peers, and grant the leeway to implement the idea. Make the owner responsible, and let her manage it to execution. If the idea is successful - laud the employee and her successes. If the idea does not work as planned – celebrate the knowledge gained.

Once the team recognizes that ideas and opinions are respected, valued, and make a difference, you will have the wonderful problem of picking low-hanging fruit and enjoying the benefits.

Sonia and James Graham

Maximum Business Advantage

Maximum Business Advantage is a Phoenix-based consulting and training firm that helps organizations avoid service recovery by preventing the realization of service issues. By documenting and studying the service delivery process, Maximum Business Advantage works with organizations to ensure the service process is helping drive the organization towards management's overall goals, vision and strategy.