

Published based on [How To Gain Lasting Customers With Your Employees](#)

How To Gain Lasting Customers With Your Employees

Let's face it. We've all been victims of bad customer service. For me, there are businesses I no longer patronize because of the poor service I received. How about you? Are there places you no longer patronize? Usually though the reason to stop going isn't because of a one-time nightmarish customer service incident but because of several occurrences that culminate in finally saying, "Uncle, I give. I just can't spend any more of my money here."

It's not always the individual employee's fault; there is often more than the fact that that person doesn't understand how to handle clients. How can you be sure to keep your employees from driving away business?

The first step is selecting the right people for the right position. Anyone you have in a customer service role (and there are not many positions that in some way or another don't interact with the customer) needs to have extremely competent interpersonal skills besides the functional and technical skills to get the job done. Consider this when hiring. You can always teach the "how to" part of the job but it is very difficult to teach the "attitude." Sometimes it's difficult to know if a candidate has the right attitude.

To help you figure it out:

Not just looking at the technical aspect--but stating the most essential functions that relate directly to the customer is critical

Formulate interview questions from real life customer service situations the candidate might encounter.

Enlist several people to help with the interview process to get an objective view.

Have all serious candidates (after you weed out those that don't qualify) take some sort of personality assessment. You can find some online for free. There are also other more in depth tests such as Kolbe for a fee.

The next step, after you have found the perfect person for the job, is working with and motivating your employees. Believe it or not, this can be the hardest step. This step takes time and effort to manage, and many businesses don't put in that effort here. The second step is all about communicating the right way and being absolutely positive those employees are representing the business correctly, and that takes time.

In order to create a customer relationship centric environment, it is paramount to:

Provide step-by-step procedures on everything you do on a regular basis in your business

Hold regular meetings to offer training and coaching in customer service and procedures

Be sure to collect analytical data on how everyone is performing

Offer a reward system for stellar performance, and be sure to tailor the reward to something that individual is interested in (vacation time, awards, money, etc)

Following this two-step process will help create the perfect customer relationship setting, and you will be sure to both receive more business from your customers and also improve retention rate of them. This will give you a leg-up in the competitive marketplace.

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