

Richard Gee

From: John Tschohl Newsletter [newsletter@servicequality.com]
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To: Richard Gee
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The Customer Service Strategy

August 03, 2006 #160-- THE CUSTOMER SERVICE STRATEGY
Service Quality Institute
<http://www.customer-service.com>

The Fundamentals Of Customer Service

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The Fundamentals Of Customer Service
Awesome Taxi Service in Orlando Florida - A Master of e-Service

I was in Orlando for a conference and five of us took a van to the Marriott Hotel. I was able to sit in and watch a master in action. Every small business owner should copy what Martin Faynik, the taxi driver

He has a computer with a wireless connection next to him in the front of the van. When he is not driving, he answers emails within 5 seconds. Marty speaks English well and knows his way around Orlando. Most taxi drivers in the US do not speak good English and fit the stereo type taxi driver image.

In my book on e-Service I talk about speed, technology and price built around service. It is eat or what Marty does could be done by any small business anywhere in the world. How many taxi drivers have a laptop next to them and respond in seconds to emails and phone calls? I used him twice. He gets 80% of his business off of the Internet. Over 1 billion people are using the Internet. A lot of them go to Disney or other theme parks in Orlando. How fast does you or your firm respond to emails?



I had to take a taxi to an event about at about 9:00 PM only a few miles from the hotel on a Monday fare was \$9.25 and the taxi driver driver did not have change for \$20.00. I suspect many of you have the same scam. He then would not give me change for my \$10.00 bill, he said the meter had to run because I was so long to pay him. This is the typical taxi driver in the world. In my book *The Customer Is Always Right* I tell people how to NOT put up with bad service. This guy was a crook. I called the police who wrote a report and suspect he rips off 100% of his customers each day. The police now have him in their system. Do you put up with bad service or do you demand to get what you paid for?



If you ever go to Orlando be sure to give Marty a call at 407-291-4200 or 877-261-4200. His email is Martin@OrlandoTaxiService.com Test to see how fast he responds. If you want the best service you have ever experienced in your life use Marty.

"I can tell you about Disney, Universal and Sea World - when and where to go; which restaurants to go to and which shopping malls to visit. -Says Martin
 If this is one of your first times to Disney, I'll play a video of the parks, showing you tips and tricks on when to do what (narrated with 50 clever jokes, of course).
 Been here many times before? Ask to see my extensive video collection - Elvis, Frank, Britney and more."

Marty makes about \$45,000 a year which is double what other taxi drivers usually make. When over sick he has about 12 qualified drivers that can back him up. Marty understands the power of the Internet at customer service. He provides such incredible service that his tips are considerable. Marty's entertainment business. Spend some time on his web site and carefully review the core principles of a person firm can do anywhere in the world to make twice as much money as the competition.

If anyone wants to use my two bedroom Sheraton Vistana condo in Orlando Florida take a look at www.Vailrun.com It is available to newsletter readers to rent.

BANCO PROMERICA

As a speaker, consultant and trainer, every now and then a company really listens to my message. Oscar Orozco, Executive Director of Banco Promerica, located in El Salvador, has sucked up many of our training programs and my service strategy messages. He started with the Service First Video Library and told me he has milked it for hundreds of times its investment.

El Salvador is a small country in Central America with only 6.8 million people. It is the first bank in El Salvador to offer 7 day a week banking. Others are trying to follow but do not have Oscar's insight to the service strategy. Their banking hours are:

Monday to Friday 9:00 am to 9:00 pm

Saturday 9:00 am to 9:00 pm

Sunday 11:00 am to 4:00 pm

Oscar Orozco said, "Well, at long last my dream becomes a reality: Banco Promerica becomes the first bank in El Salvador to offer 7 day a week banking. The signs read Open from Monday to Sunday. 80% of their banks are now open on Sundays." The only banks not open on Sundays are banks in remote locations where the population is not receptive to Sunday banking.

Oscar and Banco Promerica understand the service strategy. One of the few clients who really is taking the service strategy to heart.

SQI is looking for a high performing person who wants to join our marketing department in Minneapolis. Help us with Africa, Asia, Middle East, India and Europe. This individual will help us find new channel partners and support our present partners. Send your resume if interested to john@servicequality.com

Need to either be a U.S. citizen or have a visa to work in the US.

Training & Seminars

John Tschohl Public Seminars

Botswana

August 15-16, 2006
Botswana National Productivity Centre
Timothy Moalusi
Phone: 011 267 362-6362 direct
Email- timothym@bnpc.bw

Nigeria

August 28-29, 2006
Imperial Associates Nigeria, Ltd
Emmanuel Onyilofor
Phone: 234-803-306-3480 Fax: 234-1497-9687
Email-[Emma Onyilofor](mailto:Emma.Onyilofor)

Trinidad

September 12, 2006
Lorraine Villaroel
International Business Brokers, LTD
Phone: 868-623-6576
Email-[Lorraine Villaroel](mailto:Lorraine.Villaroel)

Moscow, Russia

November 23, 2006
Svetlana Avrutskaya
Phone: 7 (495) 797 8222
Email-Info@Customer-Service.ru
Website:www.customer-service.ru

Click [HERE](#) for the brochure

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Certification Seminars

September 18-21 & January 29 - February 1, 2007

- Certified Customer Service Leader (CCSL) (3 days) \$998
- Leading Empowered Teams for Service Quality. For all those in leadership and management positions. (2 days) September 18-19, 2006 & January 29 - February 1, 2007

Leading Empowered Teams is built on helping you learn how to identify the gaps preventing you from being a Service leader, empowerment, how to coach an empowered and Service driven team, and how to use teamwork to pull everyone together.

For more in-depth information click [here](#)

For the English flyer click [here](#)

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Special Warehouse Clearance for August:

The Customer Is Boss and e-Service hard cover books – Huge volume discounts

-\$5.00 each (minimum of 50 copies) plus shipping.

Mix and match to achieve volume breaks (English Only)

If you want to drive the Service Strategy within your organization the book The Customer Is Boss will help employees understand why service is important and how to get what you paid for and more. This special is 75% off the list price.

e-Service: Speed, Technology and Price Built Around Service is a must for anyone who wants to understand how Amazon, Dell and other e-Service leaders mastered the skills critical to grow your business through the internet.

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Service Quality Institute publishes The Customer Service Strategy

To submit ideas, questions or topic ideas, send an e-mail to quality@servicequality.com

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