



Bridgeway to Success™

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**DECLINING
SERVICE ALLOWS
YOU TO STAND
OUT.**

In Praise of Horrible Service

Customer service has deteriorated. Excessive call-wait times. Clueless service staff. Requests that disappear into black holes. Customer service has been off-loaded, outsourced and on-lined to the point that we consider it a major victory when we figure out the sequence of numbers to push to speak to a “real person.”

Celebrate it. The more that standards decline the greater your opportunity to excel. The goal for your business is *desirable differentiation*. To be different in a way that is desirable to your customers and for which they will pay. Poor service standards provide that opportunity.

Despite society’s ongoing transformation to high-tech, people still also want *high-touch*. To feel that someone cares enough to support them in quickly and effectively getting what they need. That’s why exceptional service still matters.

A simple example: the receptionist position. A position many companies deemed unnecessary with the development of call management technology. Yet a position that some companies now find sends a strong message about their commitment to service and to the customer. Isn’t it a joy when that first point of contact pleasantly and effectively determines your needs and then navigates you to the right place?

The next time you hear, “Due to exceptionally high call volumes ...” smile. It’s just another example of sinking service standards. And another reason why exceptional service can make you desirably different.

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