

# Liam O'Connell - case study

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Customer care is dead!



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Brilliant customer service isn't a question of procedures and training: it requires a positive business culture

How many times have you walked into a shop, council office or Housing Association and immediately known that you were going to receive absolutely terrible service.

- They don't want you there
- You are a complete nuisance
- They don't like you
- You are a waste of their time and their life!

I am afraid that we all experience this sort of service on a regular basis:

- Being ignored
- Rudeness
- Made to feel small
- Stupidity
- Frustration

You may have heard the person who says, if it wasn't for the customers everything would be great!

Hang on a second, no customer means no business doesn't it?

Forget all those boring customer care courses - if you can create a brilliant place to work, with a shared purpose and direction you can achieve amazing things.

If you are going to deliver fantastic customer service you need to go right to the soul of the organisation, the culture of the organisation, the way you do things around here!

Create a vibrant, energetic culture where people take a pride in their work and in their company.

### Happy focussed people = happy customers

Happy motivated people, who understand why they are there and what the business is trying to achieve.

My top seven secrets to creating a brilliant business are:

- 1 Ensure you have senior management buy in and everybody supports the change programme

- 2 Create urgency for change - why is there a need to change, do people understand why? Inspire your people to want to deliver fantastic service and take pride in being part of a winning organisation

- 3 Take a base line position now. How are you performing e.g. customer service levels, employee morale, employee turnover

- 4 Involve employees in creating a compelling shared vision, values and direction - how can you persuade your people to deliver four simple things? Here is something that I created for a large maintenance organisation.

- On time
- Smart appearance
- Tidy job
- Great attitude

Four simple statements to provide excellent customer service, a no bull approach!

- 5 Deal with poor performance and negativity

- 6 Stamp your direction and values throughout your business and live them every day.

- 7 Praise and reward great service - spot somebody doing something well and tell them - Monitor performance against your new vision and values, use 360 degree appraisal feedback to ensure people are living the values and delivering fantastic service.

"It is not rocket science" but the amazing thing is that most organisations don't do it, they really don't!

By creating a positive business culture you can gain a competitive advantage over your opposition and deliver amazing customer service.

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SETTING THE STANDARD FOR REPAIRS AND MAINTENANCE