

# What do Quality Customers Experience?

Quality Customers experience a wide range of feelings based on their interactions with each company they encounter in their buying process. On one end of the range, when they get Bad Service, they feel upset and frustrated. On the other end, when they get Helpful Expertise, they feel happy and super satisfied. Mostly though they muddle through Middle of the Road service and end up feeling merely satisfied.

Quality Customers experience each company based on these five dimensions: Attitude, Responsiveness, Personalization, Expertise and Insights. Mastering each dimension gives your company the capabilities to consistently deliver Helpful Expertise and super satisfy customers.

## **Attitude**

Attitude is how a person comes across, it's a feeling we get about someone's mindset, mood, outlook and energy. Quality Customers are very sensitive to Attitude because it signals your team member's intent. When they encounter your team member who exhibits a great attitude, they feel like the person really wants to help them and will be good to deal with.

## **Responsiveness**

Responsiveness is the perceived time it takes for your team to act on promised and implied commitments. Your customer's expectations of your response time are greatly affected by the channel you use and the perceived complexity of the act you are committing for them.

## **Personalization**

Personalization is how your team communicates to individuals uniquely, based on their key attributes and behaviors. There are two key aspects to personalization, recognizing the individual and customizing your company's communication to that individual.

## **Knowledge**

Expertise is what members of your team know about the various types of work they produce and the industry they belong to. They've gained this knowledge through direct experience and study. You've trained them in Best Practices, which produce better outcomes and they use their expertise to communicate with customers and to decide how to do the work.

## **Insights**

An insight is a combination of understanding a situation and knowing what to do with this understanding. A single insight can determine the outcome of a job.

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*For company owners  
who love Quality Customers.*

## The 5 Dimensions of Customer Experience

	Bad Service	Middle of the Road	Helpful Expertise
<b>Attitude</b>	The staff is one or more of the following: rude, distracted, seemingly too lazy to do something I require, disrespectful, insolent. Feels like staff has no authority.	Seems fine, yet nothing special. I feel like a job number, since they don't connect with me as an individual	Helpful, Great. Upbeat. Patient, positive and treats me as an individual, by name. Has authority to help me.
<b>Responsiveness</b>	Misses and keeps changing appointments. Doesn't return calls.	Mostly responsive. Sometimes inconsistent both in time and clarity.	Makes and keeps my appointments. Responds with clarity and quickly by following Channel Responsiveness Standards in fig x
<b>Personalization</b>	Same communications for all customers.	Same communications for all customers. Some project based personalization.	I feel I'm known. Personalizes communications based on my age, background and job-related experience by choice of words, pacing, examples used, and which channels are used (phone, text, email, etc.).
<b>Knowledge</b>	No knowledge of the work beyond surface level.	General expertise in industry.	Knows the industry and what is offered locally. Is an expert at getting good outcomes and avoiding bad ones. Uses Best Practices that have been optimized over many jobs.
<b>Insights</b>	Provides general information on services. Can't explain the key steps to my job.	Explains the key steps to my job and how work will proceed. Fails to inform me about choices I'll have or issues that will likely arise. If I don't ask a question, they don't bring it up. "I can check if you want me to." Does not provide me advice based on seeing what I'm not understanding about the job. Overwhelms me with info not relevant to my job.	Understands my specific job. Describes how work will proceed and what choices I will have within the job.  Suggests questions that I should be asking and issues that I should be aware of. Gives me specific expert advice including unobvious aspects of the work. Makes a specific recommendation and explains why this is best for the customer.

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