



## **Create a unique and fun atmosphere for your customers - every time**

How much effort do you put into making your customer service a unique and fun experience? When customers walk into your store or shop do they instantly feel uplifted? If not, why not?

Many of us would have seen the DVD or perhaps read the book "FISH". It told the story of a Fish market in Seattle. The principles in this book have been used in many different types of training from building team morale to customer service. I remember the first time I ever read the book many years ago. It gave me a new insight and I felt it gave me 'permission' to be me in the workplace, not some cardboard customer service cutout.

That then made it easier for me to create a memorable experience for my customers every time because I was more relaxed in my service. I then started to seek out and notice other customer service providers in this country to see who really 'makes it memorable'. I found one recently.

In the last few months, I visited a pool supplies shop near where I live, and I was bowled over by the warmth, friendliness and pool party like atmosphere in the shop. The owner I met was funny, articulate, very relaxed and just made me feel like the most important person in the world. When I remarked to him that he was completely not what I expected he told me that his customer service philosophy was quite simple. "Make pool supplies shopping a memorable experience."

Buying chemicals for their pool hardly rated as a memorable experience for most customers so he decided to change that. He had the store and the backroom (which was visible from the shop) brightly decorated in primary colours, there were pool party type decorations everywhere and he had his one employee's face on several 'employee of the month' posters, one for each month of the year.

And he used his 'aussie' sense of humour to make buying anti-bacterial chemicals the most fun I'd had that day. And not only was this a more pleasant place to work, he increased his sales by 35% in his first year when he started the whole 'pool party' shop philosophy.

### **The bottom line:**

- What are you doing to differentiate your customer service from everyone else selling the same thing?
- If you don't know the answer to the first question, ask your customers. They will tell you.