

# *When You Care, They Know!*



*A Program Designed To  
Help Companies and People  
Understand The Difference  
Between Customer Service and  
Customer Appreciation*

Personal Study Guide  
Written by Richard Flint, CSP



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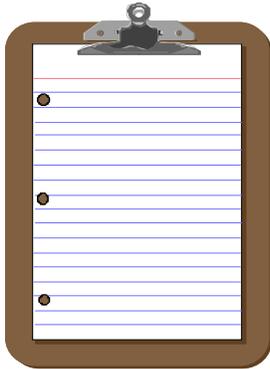
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**Guiding Thought:**

The connection between **Customer Service** and **Customer Satisfaction** is **Customer Appreciation**.



**Definitions**

**Customer Service:**

*A concept designed to make the internal customer aware of the importance of how the external customer is treated.*

**Customer Satisfaction:**

*The reward of customer loyalty that is created when the customer is happy with their experience.*

**Customer Appreciation:**

*The bridge that connects the concept of Customer Service to the result of Customer Satisfaction, which is defined by the behavior that all who represent the company demonstrate.*

**NOTES**

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**FACT**

Many companies are good at having a Customer Service concept, BUT are weak when it comes to demonstrating an appreciation for their customers.

**TRUTH**

*When the customer doesn't feel appreciated, they will demonstrate that by the lack of business they do with a company or its representative.*



**NOTES**

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**Customer Appreciation Is Demonstrated By:****A attitude**

*We will do whatever it takes to assure the customer knows they are appreciated as long as it doesn't compromise our ethical and moral definitions of business.*

**P persistently striving to improve at what we do**

We will know where we are good and where we are weak and persistently strive to improve in both areas.

**P preparing our people to deliver the highest level of care & monitoring that they are delivering**

We will make taking care of our customers more than lip service; it will be a crusade we will not stop pursuing.

**R responding to customer concerns in a timely fashion**

We will not take our customer's concerns lightly; they will be reviewed and the result shared with our customers.

**E expectation will be understood and every effort made to satisfy them**

We will diligently seek to understand what our customers expect from their experience with us, and work to meet those expectations.

**C confusion about any aspect of doing business will be addressed immediately**

We will work to make sure that any aspect of customer confusion is addressed and a resolution found.

**I investment in training our people**

We will invest time, money and accountability in making sure our people are not only the best at what they do, but are striving to improve in their understanding of customer care.

**A attention to detail**

We will approach our customer business with an organized system that doesn't allow things to fall through the crack.

**T time will be valued**

We will respect the customer's time and complete our responsibilities in a timely fashion.

**E every customer will be treated with value**

We will strive to make sure every customer's experience is filled with the demonstration of how much they matter to us.

### UNDERSTANDING...

Appreciation is the demonstration of how much customers mean to you.



#### **Not To Forget:**

*The #1 thing a person wants to know is that they matter.*

#### What Saddens Most Customer's Experience?

- S stating, starting and not completing your promise
- A attitude says in loud actions, "They don't matter."
- D disappointments don't seem to matter
- D discussions go in circles
- E experience filled with unanswered questions
- N negative behaviors
- S statement through behavior says, "They don't matter."



### NOTES

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**TRUTH**

*Customers who are saddened by their experience don't stay around, BUT will share with other people their disappointment.*

**What Makes The Customer Feel Great About Their Experience?**



- G gets results
- R respect is felt from all they come in contact with
- E expectations heard and met
- A attention to details
- T there is a genuine statement of "we care"

**TRUTH**

*Great experiences create repeat and referral business.*

**NOTES**

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## EIGHT CUSTOMER APPRECIATION PRINCIPLES

### **#1 Caring for our customers is not an option; it is who we are and what we do.**

*We will not just state that we care; we will demonstrate it in every moment of touch.*

#### **Result Of Achieving This:**

- R repeat business from the customer
- E experience driven by positive energy
- S sense of trust is developed
- U uncertainties are taken away
- L lessens the emotional collisions
- T there is customer satisfaction



### WHEN YOU CARE, THEY KNOW!

#### NOTES

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## EIGHT CUSTOMER APPRECIATION PRINCIPLES

### #2 Understanding the real needs of our customers is more important than selling them a product.

*We will meet our customer's need even if it means referring them to someone else.*

#### Result Of Achieving This:

- R restate through behavior one's real desire to take care of the customer
- E expands your presence with the customer
- S sends a positive message about who you are
- U understanding their real need is stated
- L leaves the customer in awe
- T there is customer satisfaction



### WHEN YOU CARE, THEY KNOW!

<b>NOTES</b>
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## EIGHT CUSTOMER APPRECIATION PRINCIPLES

### #3 Servicing our customers is not a starting point; it is a continuing process.

*We want to strengthen our relationship with our customers.*

#### Result Of Achieving This:

- R restates the commitment to customer importance
- E enhances the customer experience
- S strengthens the customer connection
- U ushers in a new definition for them
- L leaves the competition in the dust
- T there is customer satisfaction



WHEN YOU CARE, THEY KNOW!

### NOTES

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# EIGHT CUSTOMER APPRECIATION PRINCIPLES

## #4 The promises we make will be delivered.

*We will not make statements we don't  
intent on delivering.*

### Result Of Achieving This:

- R respect is created
- E emotions don't take over the relationship
- S strengthens trust
- U uncertainty replaced with trust
- L lessens the frustrations and disappointments
- T there is customer satisfaction



## WHEN YOU CARE, THEY KNOW!

<b>NOTES</b>
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## EIGHT CUSTOMER APPRECIATION PRINCIPLES

### #5 Offering clarity and not letting customers experience confusion is a top priority.

*We will address any area of confusion before it becomes a customer problem.*

#### Result Of Achieving This:

- R esponding is felt as the driving force
- E xpands your presence
- S lows the customer experience down
- U nderscores how much you appreciate their business
- L ets things move forward, not in circles
- T here is customer satisfaction



### WHEN YOU CARE, THEY KNOW!

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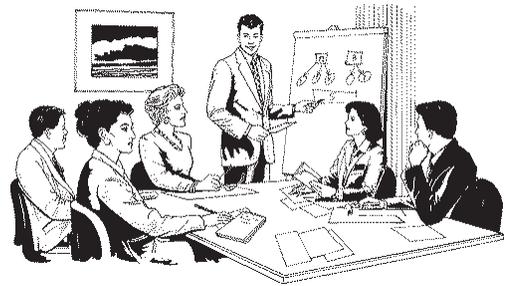
# EIGHT CUSTOMER APPRECIATION PRINCIPLES

## #6 Managing the “Moments of Touch” is everyone’s responsibility.

*We will not pass the buck; we will empower all people to make decisions.*

### Result Of Achieving This:

- R restates your appreciation of their business
- E experience has less complications
- S shows how much you value their business
- U unravels the possibilities of emotional collisions
- L leaves the competition in the dust
- T there is customer satisfaction



## WHEN YOU CARE, THEY KNOW!

<b>NOTES</b>
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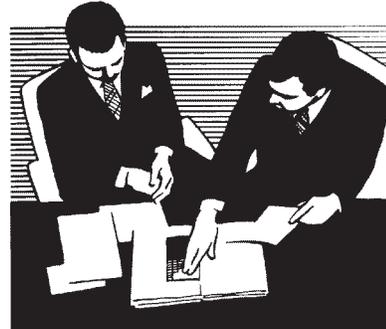
## EIGHT CUSTOMER APPRECIATION PRINCIPLES

### #7 Expressions of the people create a warm, caring experience.

*We will not allow you to doubt our appreciation; we will demonstrate it through the behavior of all our people.*

#### Result Of Achieving This:

- R reassurance of our crusade
- E expression keep calmness in place
- S shows doesn't state
- U underscores appreciation
- L leaves the customer happy
- T there is customer satisfaction



### WHEN YOU CARE, THEY KNOW!

#### NOTES

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