

CUSTOMER SERVICE TIPS

Exude a Warm Welcome

Source: Keeping Customers & Getting Their Friends Too! By Dorothy M. Tuma © 2011

One Sunday a friend and I arrived at a local casino just before 1:00pm, eager to confirm or disprove the rave reviews we kept on hearing about the restaurant there. The gate was closed and the place looked deserted. When the gateman opened the gate, he offered us a broad smile and lots of apologies, informing us that sadly, the restaurant was closed on Sundays. He invited us however, to drive into the compound so that we could comfortably turn our cars around. No sooner had we driven onto the premises than Andrew the member of staff on duty, approached us. Andrew gave us a red carpet welcome in spite of the fact that the establishment was actually closed. He asked if it was our first visit and when we responded affirmatively, he apologized because they would not be able to serve us, handed us brochures and offered us a tour of the premises, which we accepted.

This unexpected and warm treatment not only eliminated our disappointment, but also made us all the more eager to return to the casino's restaurant at our earliest opportunity. Warm welcomes make a lasting positive impression. Do your employees make customers feel so welcome that they are eager to return?