



The
enchantingLawyer[™]

Action Guide

John R. DiJulius III

1. See your customers as hotel guests

John suggests that companies consider themselves to be in the hospitality industry. Imagine how the world's leading hoteliers would treat their customers if they opened a business like yours. This is how you should be thinking about your customers.

How Does It Apply?

Write down below what you think about your current customer service. What would you rank it out of 10?

2. How can you help your employees?

John explains that bad customer service isn't the fault of your employees; it is a lack of experience and training. By training your employees properly, you can ensure that your customer service will be second to none.

How Does It Apply?

Try John's story game. Get your employees to create day-in-the-life stories of your typical customers. Now write down below what they can take from this.

3. Learn how to deal with complaints

John describes how it is important that you take ownership of any mistakes that you have made. Just because someone is complaining, doesn't that you have lost them as a customer. If you deal with the complaint in the right way, it is possible to win them back.

How Does It Apply?

Write down below how you deal with complaints and problem customers. How do you think that this can be improved on?