

Award-Winning Customer Service

By Eric Reamer & Angel Tuccy
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Imagine this: You're right in the mix of things at your office – producing wonderful documents and printing them on your trusty inkjet printer when, all of a sudden, the unthinkable happens... your printer cartridge runs dry. Your day comes to a grinding halt, and you have but one overriding mission: must get a refill. This scenario really happened for a couple of local business owners, and the story that follows is true.

Eric Reamer and Angel Tuccy, owners of Littleton-based Experience Pros, LLC headed straight to Cartridge World in Englewood, CO. All they needed was a refill for their printer cartridge. What they got, instead, was a warm, friendly greeting by Ron Skinner, the business owner. He then proceeded to ask them leading questions that helped them better understand the whole world of remanufactured ink and toner cartridges, and even showed them how to keep their entire printing system running at optimal performance. They were given the red-carpet treatment and left his store feeling amazed at the level of genuine concern and interest Cartridge World had for their specific business needs.

That story reflects the meeting of a need for a product (ink jet cartridge). What about the following story that deals with the service side of business?

Jay Carpenter is a financial advisor with Ameriprise Financial Services who takes the time to really develop a relationship with his clients. Jay sends his customers birthday cards, follow up letters, and hand-written “thinking-of-you” notes several times a year. He brings people together not just for a sale – but also to demonstrate his appreciation for the relationships he develops with his clients. His kindness extends to making sure that you don't have to go out of your way to meet with him – he will come to you. He's more than likely to show up with a cup of your favorite coffee in hand, too... just because he knows you'll appreciate it. And oh yeah... he's great with managing your investments.

What do these two independent businessmen have in common? They are both recipients of the Experience Pros *Extreme Customer Service Award*. They have been acknowledged among their peers and within their communities for having gone the extra mile to make a difference in the hearts and lives of their customers.

Experience Pros is a company that offers professional consultation and systemic training to service-industry businesses of all sizes. “We specialize in business development via extreme customer service and strategic relationship training”, says Reamer. “Simply put,” he says, “we put the relationship back into business by training our clients how to bring back the lost art of extreme customer service”.

“We aren't just trainers,” says Tuccy. “We're also consumers. We shop in our neighborhood, and do business in our community. There is a direct correlation between

how a business' customers are treated, and the overall health of the business.” This fact led the Experience Pros team to develop an award program that specifically looks for companies who not only understand the importance of, but also implement the execution of customer service that goes beyond what is expected.

The Extreme Customer Service (ECS) Award was designed to acknowledge the fact that just maintaining the status quo – isn't enough. Businesses do not get “points” for meeting the needs of their customers. That is the basic expectation, and is considered the minimum level of effort in order to maintain a decent customer experience. In order to qualify for the ECS Award, businesses must demonstrate an exceptional level of customer-forward awareness, which translates into an overwhelmingly positive customer experience.

“One of our core values as a company is that ‘every encounter must be an experience’.” says Reamer. “What makes you different? What sets your business apart from your competition? What do you specifically and intentionally do to win the loyalty and subsequent referrals of your customers?” These questions, and many others are the foundation for the service-industry training provided by Experience Pros. Having a company culture wherein you are able to answer those questions with unique, confident responses likely brings you closer to qualifying for the ECS Award.

The award is always accompanied by a presentation celebration, and press releases to local area media and chambers of commerce. Businesses may be nominated for consideration by way of the Experience Pros website, www.ExperiencePros.com. One may also request a professional “secret shop” experience and free evaluation by contacting them either through their website or by calling their offices at 720-344-2446.