

THE SERVICE DIALOGUE

OOPS I DIDN'T REALISE...

Have you noticed that this world is a very small world that we live in? Everybody knows everyone else and it's a long chain of who knows who. It is surprising to see that we all know someone in a position of influence or at some point we have interacted with somebody of an influential position. That being the case have you stopped to think why people give you bad service and after subsequently realizing that you know the CEO or the MD of the company there is a 180 degree rotation to absolutely immaculate service...

This issue has concerned for quite a while now and I think it is high time we address it. Ultimately someone has to say something and I am that courageous person, or maybe not but I will be discussing this matter in depth today. I am certain that a number of you readers have experienced this kind of treatment at some point in your life, where you walk into an organisation and ask to see "Tebogo" who happens to be a friend you know from way back in the days. The response is one I know you will identify with. It begins with a full laser scan (the person you are talking to looks at you from head to toe and back up again with a distorted facial expression) followed by the abrupt turn of the face away from you to mumbling an inaudible "he is too busy with clients, he can't see you now!" At that point there is no offer to either wait or maybe leave a message for Tebogo all that is done face glued to the computer and life goes on. At that point the client leaves the office feeling embarrassed witless. At that point guess who shows up at the door? The companies CEO, who just happens to be a very close family friend of yours sees you and leaps for joy and at that point I know deep down in any honest persons heart they are saying to themselves "who's the (wo)man now, huh?" All of a sudden the bad service becomes neat as a new pin. I know we can all relate to that little scenario.

Today I would like to urge the service providers to stop serving people according to who they know or what designer outfit they are wearing because you never know if the person is the next MD, or CEO of the organisation you work for. Even better yet it could be the next President of the country and you would not want to offend the President would you. Providing good service is essential to every service provider because it not only gives one the chance of being applauded by the client, which could ultimately reach the ear of the appropriate people, but the reward of going home at the end of the day and have a feeling of fulfillment that today you made someone smile just by virtue of your good service. I personally think that is the greater success! There is an advert on one of television channels that suggests that the end of global warming could begin with a sip of a certain drink (wink-wink, nudge-nudge). The very same principle applies to customer service; the end of miserable service provision could possibly begin with one offer of good service and just one appreciative reception of the service. I am not saying I engaged scientists and researchers it is just my own theory on customer service.

You do know that we have to turn the tables on the customers as well. Just because the service providers usually get the hammering it does not in any way exempt the customer from getting a stern

word or two. The world would be a much more peaceful place to live if customers just did not throw tantrums just because they wanted the blue in the hoop to be on the left side and not the right side. All the customers really need to do is to rotate the hoop 180 degrees and the blue color will be on the right instead of the left side, a very simple solution to a simple problem which of course in my eyes is not an issue at all. Customers, let us not be the customer that will walk into an organisation and start pushing their weight about just because they know the MD, rather be polite and with a well trained service provider on the other hand you will do just fine and everyone is happy at the end of it all!

I pose this as a challenge to both customer and service provider let us not be the one to say “...oops, I didn't realize...”

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