

Vanished- Where Has Service Gone?

With few exceptions, service has left the building. Here's what to do about it...

1. **Remarkability**- Be different.
 - a. **Passion**- Be insanely passionate. Forget about money. Do what you can get people excited about. Act like a kid...play. Fear the day when someone tells you to stop.
 - b. **Romance**- Create romance with fabulous design and an interesting story. Get emotional.
 - c. **Friendship**- Stop selling...make friends. Build your business around extraordinary people. Be truthful. Don't use gimmicks, or unwanted solicitations to convince someone to buy.
2. **Marketing**- Marketing is used to make-up for shortcomings. It's spent on "icing" without concern for what's in the "cake". Spend more on people...less on "Marketing".
3. **Adaptation**- Service can't be prescribed. Great experiences are improvised, made where the game is played out of bounds. Hire the most talented and trustworthy people. Get out of the way!
4. **Wrong Audience**- People don't change their minds. Making something to satisfy everyone is a bad idea...leads to average. Figure out what you can be the best at. Make that for a smidgeon of folks who think like you.
5. **Big**- Large companies forget about the advantage of small...forget how they outmaneuvered the big competitor...forget how they learned from failure...forget small issues lead to larger ones. By the time they see problems, study them, and execute....the little guy is ahead. Flatten your organization and hire great people.
6. **Compensation**- Most employees don't care because they don't get paid to. They get paid to function...and get by. The fix:
 - a. **Get Winners**- Takes guts, patience, compassion...money. You'll pay more than everyone else, care for them like your children and listen, even if their ideas are wrong.
 - b. **Winning**- Put people in the right positions, train the mechanics and set-up just enough rules to free them to think. Mistakes will be made. But, it's a small price for exceptional service and stomping your competition.

- c. **Reward-** People want to prosper. Reward them for taking a chance and making mistakes. When something works, give them bonuses...and genuine appreciation. When something doesn't work, give them credit for trying.

- 7. **Robin Williams Effect-** We remember Robin because of his delivery...the sweat, arm waving and facial expressions. Companies are so focused on making the best widget, they forget about what makes something really great...the people who deliver it. Fancy reception lobbies don't relate with customers...people do.

- 8. **Care-** The root cause of service problems lies in how you treat people. Start with serious reflection on how you relate to employees, not on what they are doing wrong. Answer these honestly: How hard is it to attract people to work with you?; How quickly do people leave?; and, Are you losing or gaining customers? Successful companies put employees first, ahead of customers.

- 9. **SOP's-** Procedures should remove guesswork from recurring tasks. They shouldn't stifle the ability to think. The right brain should be left free to infuse emotion into the customer experience. Let your staff express individuality...that's what's memorable.