

CUSTOMER SERVICE BASICS

Great customer service, in simple terms starts and finishes with making your customers feel valued and important. The best way to make your members and customers feel special is to encourage involvement. This can be done by taking the time to engage/speak to all of your customers. Only by doing this do we begin to understand what they need and want from our club. Once we have this information it is very easy to make them feel important and also sell to them. I would suggest conducting focus groups in order to obtain feedback [which is essential to the improvement of the business] and create customer involvement.

Members rarely leave a club or organisation that makes them feel special!

Below are a few basics that will encourage involvement with your members/customers and in doing so help make them feel important:

- **LEARN THE NAMES OF THE CUSTOMERS AND USE THEM.**
(Address all customers by name if at all possible. This will help build and enhance your relationship with them!)
- **GET TO KNOW EACH OTHER.**
(The more you get to know your members, the more likely they are to buy from you.)
- **BE POSITIVE AND SMILE.**
(Customers leave their troubles behind when they come to the club, they don't want yours.)
- **TAKE THE TIME TO MEET WITH EVERY MEMBER ON A REGULAR BASIS.**
(Let them know you value them, and ask how they think the golf shop is operating. Get to know all the members not just the vocal minority)
- **SPEND EXTRA TIME WITH NEW MEMBERS.**
(Let them know how they can get involved in the club. A little attention at the beginning will pay off later!)
- **ASK FOR MEMBERS' OPINIONS.**
(This helps customers feel valued and lets you know what they are thinking)
- **PROVIDE REDUCED ADMISSION COSTS (OR FREE ENTRY) TO EVENTS.**
(If you get a free ticket to an event, you are most likely to bring a friend, thus potentially doubling your attendance!)
- **PRAISE YOUR CUSTOMERS.**
(Simple ideas can reap many rewards.)
- **ORGANIZE A FUN GET TOGETHER EVENING.**
(Get to know your customers and encourage them to bring their partners to the club.)
- **LEARN CUSTOMERS' TALENTS AND PUT THEM TO USE.**
(What better way to get people involved than to give them a task they are good at!)

- **CREATE AN ORIENTATION PROGRAM FOR NEW MEMBERS.**
(Create a buddy system with new members being looked after by members of the pro shop team.)
- **BE OPEN AND HONEST.**
(People are more likely to trust you if you are honest; Trusting people are more likely to be motivated to do a good job.)
- **SURPRISE CUSTOMERS WITH A SPECIAL THANK YOU GIFT.**
(Know your customers and surprise them with something that is relevant to them)
- **KNOW CUSTOMERS BIRTHDAYS.**
(Know your customers birthdays and invite them to the club with a birthday card for a special meal with their partner.)
- **REWARD CUSTOMERS WITH INCENTIVES.**
(Different things motivate different people--find out and follow through!)
- **SAY THANK YOU.**
(These two simple words will get you a long way-use them regularly!)

Finally, remember the old saying

“If you don’t look after your customers, someone else will”.

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