



## Customer Service Edge

### Win Your Customer's Loyalty

by Lisa Anderson, CSCP

**The Edge:** There has never been a better time to create a customer service edge! In today's new normal business environment, sales growth is a challenge, resources are scarce, commodity prices are rising and customers want more for less. Those who design a solution to this paradox and create a customer service edge will leapfrog the competition. [Click here](#) to read about the top three strategies to create a customer service edge.

## Keep Your Customers, with Good Service

by Andy Pattantus, CPIM

**Care About Your Customers:** If you want to keep your customers, take care of them. This is the most basic definition of customer service. The concept is surprisingly simple. Companies that lack clarity of purpose and a robust training system lose customers daily. Keeping



### Quick Survey

#### How Important is Customer Service to You?

**Tell us what you do:** This issue of our newsletter has dealt with customer service.

We want to hear from our readers about the importance of Customer Service in your organization. How do you define Customer Service? How do you measure Customer Service? What are you doing to improve your Customer Service? What is driving the focus on Customer Service?

We'll keep ALL responses

customers requires a specific organizational attitude. The bigger the organization, the more difficult it is to attain and sustain consistently outstanding customer service. To proliferate and perpetuate the attitude, each employee must be taught and encouraged to serve the customer.

[Click here](#) to learn about the Customer Service attitude.

## ERP Can Improve Customer Service

by Doug Howardell, CPIM, PMP

**ERP Helps:** Customer service is more than how you treat the customer at the point of sale. Customer service is also delivering a quality product, at a fair price and delivering it when it is promised. Modern ERP systems are designed to help in all those areas. ERP systems are designed to provide all the functions that a manufacturing or distribution company needs to run the business. There is a wealth of literature that documents how ERP systems can help a company reduce inventory and labor while improving visibility and delivery reliability. [Click here](#) to read more about how ERP systems help improve customer service.

## Customer Focused Supply Chain Management

by Jim Strong, CPIM, C.P.M., CSCP

**Focus on the Customer:** Supply Chain Management (SCM) is often focused on negotiating long term agreements, cost reduction, outsourcing, third-party

confidential. To contact us, please send an e-mail to: [ek@theacagroup.com](mailto:ek@theacagroup.com) Use the subject of "Customer Service Importance".

We'll summarize the survey responses in a future newsletter as a way of sharing the information with the other readers.

Did you find this newsletter useful, interesting, etc.? We appreciate your comments. Send us your feedback on this newsletter to [ek@theacagroup.com](mailto:ek@theacagroup.com) using the subject line "ACA Newsletter Feedback".

logistics, and SCM software. Customer Focused Supply Chain Management (CFSCM) is a strategy for doing business in the global economy based on establishing "customer focused" collaborative relationships up and down the supply chain, from upstream raw material suppliers to downstream final users of a product or service, with the goal enhancing your customers' overall satisfaction with your product or service and improving profitability. [Click here](#) to learn more about how to improve customer service by implementing CFSCM.

## **Bonus for this edition of our newsletter:**

The Enhanced Golden Rule (of customer service): "Do more for your customers than they expect."

Examples:

- The amuse bouche (small taste) before dinner in a restaurant. Or the free desert or after dinner drink-costs a little, means a lot.
- An emailed article relating to a customer's business to show that you are watching out for them.
- A bottle of touch-up paint with a new piece of machinery-the first dings are always the worst.
- A hand-written note of appreciation about almost anything or to recognize birthdays, promotions, good deeds, etc. While not as meaningful, an e-card can also be a nice gesture.
- A baker's dozen or small discount that they were not expecting.

- Gifts for the office, but not the individual.
- A charitable contribution in their name.
- Asking their opinion on something not relating to your mutual business.
- And most important of all, empowering your employees to resolve issues on the spot so that customers do not get bounced around and feel hassled.