

Financial training For non financial staff



The financial training specialists

Customer service (profit)

Last week I was staying at my hotel chain of choice – Premier Inn – before running a course on the Monday morning.

Disaster struck as I took my stuff out of the car into my room: my work shirt dropped into a puddle. It was Sunday evening, and a quick chat with the receptionist established that there was nowhere nearby where I could buy another shirt.

“Don’t worry” she said, “I’ll stick into the washing machine here. Come and pick it up in half an hour.”

Not only did she wash the shirt, she also ironed it for me! Service above and beyond the call of duty!

I mentioned this on the course the next day. It was a group of sales people, and a straw poll showed that most of them preferred Premier to its budget competitors. Two thirds also preferred Costa (another Whitbread company) to Starbucks.

Premier are clearly confident in the quality of their product (they have their Good Night Guarantee), they provide excellent service, and – despite having increased their prices significantly – are still value for money.

And their share price has approximately doubled compared to the pre recession level – surely no coincidence?

And the parallel for us?

What do we have to provide in terms of quality of product and in service levels to support a premium price and still be “value for money” to our customers?

Where do we shoot ourselves in the foot, and let ourselves down?