

## *Financial training For non financial staff*



*The financial training specialists*

### **What do you want? (profit)**

In shops I'm often asked "Can I help you?"

Some organisations seem to have "good ideas" about what their customers want. Starbucks always ask "What's your name?", and that seems to be the limit of their interaction. It's artificial, and is the main reason I rarely go to Starbucks.

Costa are friendly and interactive across all their outlets, almost without exception: that's why I keep going back.

I'm currently visiting all my clients. Partly just to keep in touch; partly to ask what they want from me, to ensure I continue to deliver the service they want.

I'm doing this because it's very easy to only talk about specific pieces of work, but I want to ensure my overall service meets their needs; not just the individual deliverables.

The unexpected bonus is the mountain of ideas I've come away with from these meetings. Ideas I'd have never had on my own. Ideas to help drive a step change in delivering long-term learning, rather than "just another training course".

Having ideas about what our customers want is great, but – as I'm finding out – asking is even better.

Delivering what our customers want (rather than what we think they want) means we'll keep our customers longer. This reduces the cost of customer turnover, and increases profits.

It means new customers will be attracted, increasing profits.

It means we can charge higher prices whilst still being "value for money", increasing profits.

So don't see customer service as a cost, it's an investment!