

The 7 C's of Customer Service



***Criteria to use as a guide when reviewing
the customer's "Moments of Truth"***

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1. Convenience

Ease of which customers can access your services

- Easily accessible - parking, traffic congestion
- Easy to contact, ie 1-800 numbers, length of time on hold, number of phone lines
- Convenient location - easy to locate, clearly sign posted





2. Contact

Physical evidence of the service, aesthetic appeal and image

- Physical facilities such as vehicle, displays, window dressing
- Appearance of staff - uniforms, dress codes
- Equipment used to provide service ie computers, height of desks, barriers to communication
- Physical representations of service ie receipts, plastic bags, letter heads, brochures, advertising
- Other customers in the facility



3. Confidence

Customer's ability to trust and believe in your service

- Company name and reputation (branding)
- Personal characteristics of staff
- Confidentiality - information is safe and secure, other customers can not hear what is being said
- Physical safety - reduced risk of robbery or like, safe environment, ie: I won't fall over
- Taking responsibility - admitting mistakes
- Accountability - honouring your promises
- Ethical conduct of staff and organisation



4. Consistency

The ability of the organisation to reliably and dependably deliver the service

- Getting it right the first time
- Accurate accounts
- Accurate information - correct customer records, ie correct spelling of names etc
- Punctuality - being on time - opening/closing on time
- Efficiency and effectiveness





5. Communication

Keeping customer informed, listening to customers

- Acknowledging the customer's presences
- Recognising regular customers
- Using language and terms the customer understands
- Reassuring customer's problems will be solved
- Returning calls within an agreed time (promptly)
- Providing correct information and instructions
- Accurate and correct amount of information for situation





6. Competence

The skills and knowledge to provide service

- Organisational and product knowledge
- Interpersonal skills
- Understanding customers' individual requirements
- Making decisions
- Offering alternative solutions
- Taking initiative





7. Consideration

Consideration shown in human relations

- Friendliness of staff
- Politeness, respect, empathy, tact and thoughtfulness
- Consideration for customer's property
- Providing individualised attention
- Having the best interest of the customer at heart
- Anticipating needs
- Adding value for the customer

