



MONDAYS

with Mike

Excellence Wins ~ Three Universals

Horst Schulze, Co-founder of the Ritz-Carlton Hotel Company, and author of Excellence Wins, details the Three Universals about serving customers.

First, they want a product or service, or other output with no defects. When he talks about defects, he is thinking not just of physical defects, say a sticky door or a noisy toilet.

He is including process or system defects:

- Incorrect information
- Distractions while being served.
- Software crashes, or equipment failure.
- Service personnel making excuses.

Second, the people we serve want timeliness.

They don't want to have to stand or sit around waiting for you. Example: If they are eating at a restaurant and their meal comes out perfect and tasty (no defects), but it took 45 minutes to be served, they are going to be unhappy; regardless of how delicious the meal was. If someone calls your customer service line and are put on hold for 10 minutes, it won't matter if the agent is totally smart and competent to solve their issues. The customer is going to be so ticked off that they will hardly notice.

Finally, they want the person with whom they are dealing to be nice to them. They want to sense a caring attitude. In fact, this third desire is greater than the first two combined. It can atone for other shortfalls. Horst actually heard restaurant customers say, "I had a problem with the food – but the waiter did such a great job, and the chef even came out to my table and apologized. So, it turned out fine."

As we go about our work this week, see how many times the above Three Universals play out. Let's be sure that #3 is in play at all times.

Have an "excellent" week!