

Customer Service: First Impressions, Lasting Impressions

Like it or not, your business hinges on customer service. This is how the customer is treated, or his/her perception of how they are treated. *They will form an opinion of your company beyond the services you provide.*

The old adage still holds true, “You only get one chance to make a first impression”. And that’s where your relationship begins, but certainly doesn’t end. You need to be courteous and respectful throughout the job.

Be sure to respond to phone calls or emails in a timely manner, no longer than 24 hours. Nothing makes a customer more frustrated than the lack of, or no communication. They may not know anything about drilling a well, but they do know how they want to be treated.

If an issue arises on the job, respectfully have that conversation with them. Try to be diplomatic and communicate your position and “doing it their way” may jeopardize the integrity of the job. Remember, you are the expert in this field and your experience dictates the best course of action.

At the end of the day, your reputation is at stake. They won’t remember the great job you did or obstacles you overcame to drill their well or set their pump. But they will remember how they were treated.

Making them feel like a valued customer can be challenging. Try giving them a follow-up call or survey after the job is complete to see how satisfied they are. This shows you care and can possibly be time to smooth over any issues that occurred on the job. It may also shed some light on internal issues you are unaware of and can improve upon.

Nothing is more compelling than customer testimonials. Almost 90% of consumers read reviews online before buying. Leaving your customer with a positive, lasting impression will lead to good referrals and positive online reviews.

So when you think about customer service, think about first impressions and lasting impressions. Your reputation may depend on it.