



**We don't need
customers like you...**

**an article
from T10**



The woman on the other end of the phone seemed pleasant enough, she thanked me for calling and asked how she could help, all in the first sentence. “Could I make an appointment to see one of the partners please? I need a set of annual accounts preparing for my company’s year end.”

“Well, I can’t help you with that, but one of our partners can but you can’t talk to him now he’s busy at the moment.”

“Then could I make an appointment to see him please?”

“I can’t today, he’s busy but I could look at tomorrow?”

“Sorry, that doesn’t suit me – could I suggest Thursday afternoon at 1.50?”

“Oh, that’s no good, he can’t, he doesn’t get back from his lunch hour until two so he can’t do anything before two.”

“I’d really like 1.50 if possible to allow me to get to an appointment afterwards on time. Does he have a slot on Friday?”

“No, he can’t do Friday. I’ll see if I can persuade him to do ten to two on Thursday. I’ll put you in the diary.” She takes my details and contact number.

Thursday 1.46pm – location, reception in the Accountants premises.

“Hello, I’m Martin Hughes, I have an appointment at 1.50.”

Vague look on receptionists face which could mean either she’s got wind or she hasn’t got a clue what I’m on about. I deduce it’s the latter and find this more disconcerting than the former. I look around to check I’m in the right place and I notice the signs bearing the correct company name. Yep, this is where I’m supposed to be but I’m confused why she’s looking like I’d just asked her a question on quantum mechanics.

“There’s nothing in the diary. He’s forever losing appointments isn’t he girls?” “Yes” they shout in unison whilst rolling their eyes.

“There’s nothing in the diary” she repeats “And I can’t speak to him because he’s in a meeting now.”

I notice from the clock behind her that it’s 1.50, the exact time she said he can’t do meetings.

“Who did you speak to, to make this appointment, I know it wasn’t me.”

She shuffles lots of paper on her desk. “The lady didn’t give her name.” I reply patiently.

“Oh, here’s the call sheet. It’s my writing. I remember this one, the gentleman wanted ten to two and I told him that two would be the earliest – oh, was that you?”

“Yes.”

“Well, I put it in the diary but I can’t see it now so I just don’t know what has happened.”

I try to remain patient.



“Well,” she said, “I can’t think what to do. What should I do? I just don’t know what to do – I can’t...”

Calmly I say “I can help you with that, I’ll leave.”

This was a national firm of accountants, large branch network, multi-million turnover. I’ve had better service buying doughnuts at the fair!

This is 2014. We are all enlightened to customer service. There simply is no excuse nor indeed, reason, why customers should be treated to the “can’t experience”. Can’t tally = 11 by the way.

I think they just don’t understand the value, short and long term, of doing business in an “effortless” way with customers. Their excuse would be that why do they need to bother or go the extra mile – they are already a profitable business. People are just a thorn in their side with their demands of better service or in this instance, an expectation of normal, regular service.

We all know there is a better way. Here at T10 we call it the effortless way, that is to say, make it so that the customer doesn’t get a headache from having to try sooo hard to get just regular run of the mill service, like making and keeping an appointment at the agreed time. Effortless means making it smooth, easy, getting first time resolution without having to break sweat or burst a blood vessel to get what you need.

And, one last thing, awesome customer service? Customer delight? Simply words. Effortless Customer Service involves positive, affirmative action and a great attitude.

There, that’s my rant for this week. I feel better now. Doughnuts anyone?

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