

3.29.16

Tech Tip Tuesday

Managing Customer Expectations

Anybody who has talked to me much has heard me say the phrase “managing customer expectations”. I view this a one on the most important things one can do to ensure customer satisfaction. It is better to under-promise and over-deliver then over-promise and under-deliver. The last thing you want is a customer upset and unhappy with the work you performed because you promised something you were unable to deliver.

Along with this is your responsibly to understand your abilities and limitations as well as that of the products. If you are not 100% certain you can do something in a certain way then don't guarantee it. There are times you will have to be very honest with the customer and tell them you may not be able to give them exactly what they want. Maybe the concrete is to bad to coat and they will have to replace before coating. You may have to tell them a solid color system is going to look terrible over a damaged floor with lots of repairs. Whatever the case, it is better to be brutally honest with the customer upfront and risk not getting the job then losing money on a job because you have to redo it after failure to deliver what was promised. Customers appreciate honesty and will be more likely to buy if they can tell you are being honest with them.

It would be a good idea to have before and after pictures of different floors with different levels of repairs to show what a floor may look like that it similar to the customers. If possible have the customer go look at a floor that you have finished in the past and actually see and touch a finished floor. Do whatever you can to make sure the customer understands what the finished product will be like.

If possible always get the customer to sign off on the work to be done. Having a signed document that shows they agree to colors, textures, and anything else will be very helpful in the event there is a dispute about what was promised.