

2008

How to Improve Customer Satisfaction

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Dean of eBay Education

Important Information

2008

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**The eBay Players Present:
How Good
Transactions Go Bad
(A Tragedy In One Act)**

The End

What Is Customer Satisfaction?

2008

- The heart and soul of your business
- Your mission delivery mechanism
- Your most effective marketing and promotional tool
- Your market differentiator

Why Is Customer Satisfaction So Important?

2008

- Your excellent customer service
- Excellent customer experiences
- More happy loyal customers
- Higher seller ratings

= A Successful business on eBay!

- Poor or no customer service
- Bad customer experiences
- Slow and steady customer exodus
- Lower seller ratings

= “Going out of business” sale!

Rule #1

2008

- A seller's low satisfaction ratings are never the customer's fault

Factoid

2008

- The most common cause of business failure is poor customer satisfaction

Building Customer Satisfaction Into Your Business

Your Mission Statement

2008

Should:

- Describe the purpose and goals of your business
- Be informed by your commitment to satisfying all of your customers

Quick Challenge

Question:

Name the company by its mission statement:

- To organize the world's information and make it universally accessible and useful.
- To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.
- To provide a global trading platform where practically anyone can trade practically anything.
- To offer the customer the best possible service, selection, quality, and value.

* Unofficial but widely quoted

Quick Challenge

Answers:

- Google
- Nike
- eBay
- Nordstrom
- Disney

Quick Challenge

Question:

Let's take a look at them again. What do they have in common?

- To organize the world's information and make it universally accessible and useful.
- To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.
- To provide a global trading platform where practically anyone can trade practically anything.
- To offer the customer the best possible service, selection, quality, and value.

* Unofficial but widely quoted

Quick Challenge

Answers:

- They are all built on a commitment to customer satisfaction or delight

Mission Statement Examples

2008

- Focused on business owner needs
 - To sell shoes
 - To unload my unwanted merchandise and raise cash
 - To sell other people's items on consignment for no cost profit
- Focused on customer needs
 - To provide high-quality shoes at affordable prices
 - To preserve the environment by recycling my used goods
 - To help others find new homes for their unwanted merchandise

Providing Excellent Customer Satisfaction

Before You List

2008

- Your commitment to satisfying your customers must inform and infuse your entire presence on eBay
 - Listings
 - About Me and My World
 - Email
 - Collateral

During the Listing

2008

- Your customer service strategy extends to customer communications and accommodation requests

After the Sale

2008

- Your commitment to excellent customer satisfaction must drive transaction fulfillment and problem solving

What Could Happen

2008

- Situations:
 - Payment method confusion
 - Shipping cost or service misunderstanding
 - Item is lost or damaged in transit
 - Buyer backs out

Situation Solutions

2008

Situation Solutions

2008

- Clear, reasonable Terms of Service

Situation Solutions

2008

- Clear, reasonable Terms of Service
- Insurance

Situation Solutions

2008

- Clear, reasonable Terms of Service
- Insurance
- Return Refund Policy

Situation Solutions

2008

- Clear, reasonable Terms of Service
- Insurance
- Return Refund Policy
- Customer Education

Situation Solutions

2008

- Clear, reasonable Terms of Service
- Insurance
- Return Refund Policy
- Customer Education
- Assumption of Innocence

Situation Solutions

2008

- Clear, reasonable Terms of Service
- Insurance
- Return Refund Policy
- Customer Education
- Assumption of Innocence
- Empathy

Do

2008

Always:

Do

2008

Always:

- Put the customer first

Do

2008

Always:

- Put the customer first
- Respond quickly to questions

Do

2008

Always:

- Put the customer first
- Respond quickly to questions
- Instill confidence and delight

Do

2008

Always:

- Put the customer first
- Respond quickly to questions
- Instill confidence and delight
- Maintain a professional demeanor

Do

2008

Always:

- Put the customer first
- Respond quickly to questions
- Instill confidence and delight
- Maintain a professional demeanor
- Offer immediate solutions to problems

Don't

2008

Never:

Don't

2008

Never:

- Lose your cool

Don't

2008

Never:

- Lose your cool
- Penalize a customer

Don't

2008

Never:

- Lose your cool
- Penalize a customer
- Put your interests ahead of the customer

Don't

2008

Never:

- Lose your cool
- Penalize a customer
- Put your interests ahead of the customer
- Focus on the single transaction

2008

Q&A

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2008

Thank you!

To learn more, visit

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