

You May Know How, But Do Your Employees?

We recently switched to a small, well-regarded local bank. Setting up our accounts was more time intensive than we hoped it would be, but the manager at our neighborhood branch did a fine job walking us through the ins and outs of three checking and savings accounts.

Our first ATM deposit brought a phone call asking us to come in and endorse all the deposited checks, but with a little foot dragging and “We didn’t have to do that at B of A” they gave us a pass, “this time.” The next time Jay forgot and had to go in. We then took a shot at a “For Deposit Only” stamp; it worked! Wish they had told us that to start with.

The bank staff is fine. The service is fine. The products are fine.

A few weeks ago Szifra emailed a suggestion about their statement procedures to the president and got a prompt, welcoming and useful response, including a forward to the CEO and to a staff member who first thanked her, then explained why it wasn’t possible, under the new banking regulations, to implement her idea. After the answer, the president emailed her a second time, “Thanks for taking the time and the consideration to send this message.” And she got a short friendly email from the CEO.

All simple and quick, but with an attitude and concern that made us say to each other, “Boy it sure was the right move to switch banks.”

Of course you know how to wow clients, but how is your team doing? Is everything fine? In today’s market place there is little room for just fine.

We’re all under pressure to differentiate ourselves and an outstanding personal touch, the kind your clients can’t forget, can make a significant difference. Clients who have the resources to be very picky want nothing less than outstanding service from you every time. It isn’t enough for you to deliver; if your team settles for fine, a percentage of your best clients and prospects won’t talk about you with the enthusiasm you want them to have and won’t deliver on the number and quality of referrals you need.

Training and supervising your team is an investment you can’t afford to skimp on.

Szifra Birke and Jay Livingston know how to get your team to consistently deliver service and attitude that reflect you at your best. Contact us for a review of your needs and aspirations.