



# Sales Consultants

Sales Competence | Great Relationships | Outstanding Results

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## What Happened to Real Customer Service?

A trend has been evolving for some time reflecting a significant disconnect between organizations and their customers, driven largely by the implementation of impersonal and inefficient customer service systems.

### Common Frustrations with Customer Service Systems

1. **Hidden Contact Information.** Customers often waste time searching for a contact phone number buried within a website.
2. **Irrelevant Options.** Automated systems frequently present options that do not match the customer's needs.
3. **Automated Responses.** Interactions with robots or automated systems can feel impersonal and frustrating.
4. **Delayed Responses.** Customers are often asked to leave a message and await a callback, leading to delays.
5. **Anonymous Communications.** Emails signed by "The Team" or "Support Team" without personal contact details create a sense of detachment.
6. **Over-reliance on FAQs.** Being directed to extensive FAQ sections instead of speaking to a human can be aggravating.
7. **Endless Wait Times.** Long hold times with repetitive recordings or music exacerbate customer frustration.
8. **Poor Communication Skills.** When customers finally reach a representative, they often encounter poor phone skills.

### Impact on Customer Perception

- **Lack of Care.** Customers may feel the organization's management does not care about their needs
- **Emotional Stress.** Experiences can lead to frustration, anger, and stress
- **Customer Churn.** Dissatisfied customers are more likely to consider switching to competitors.

### Reasons Behind These Systems

- **Perceived Efficiency.** Organizations believe these systems save time and money
- **Unawareness of Relationship Damage.** Management may not realize the negative impact on customer relationships

- **Modern Business Perception.** There is a belief that this is the contemporary way to conduct business
- **Arrogance and Dominance.** Large organizations might feel secure due to their market position, neglecting customer service quality.

### The Essential Role of Customers

Organizations must recognize that their primary purpose should extend beyond generating profits to include creating and maintaining quality relationships with customers. A successful business is built on satisfied customers who feel valued and cared for.

### Recommendations for Improvement

1. **Transparency.** Clearly display contact details in a prominent location on the website.
2. **Personalized Communication.** Ensure emails are signed by individuals with their contact details.
3. **Comprehensive Training.** Train customer service representatives thoroughly in both product knowledge and soft skills.
4. **Customer-Centric Approach.** Review and revise practices to ensure they prioritize customer satisfaction and engagement.

By focusing on these areas, organizations can rebuild trust, improve customer satisfaction, and ensure long-term success. Prioritizing human connection and customer care is crucial in today's competitive market.



Kurt is a sales practitioner who won major sales awards and created sales records in five industries. Products and services include newly released, consultative, relationship and the competitive field of retail.

He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability.

His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe. Kurt is the author of *21 Timeless Insights for Sales Success* and *The Most Unlikely Salesperson*. Both are available in paperback or e-book versions online, in bookstores and [www.salesconsultants.com.au](http://www.salesconsultants.com.au). A third publication of *50 Inspirational Sales Articles* will be released in July 2024.