

Why Customer Service Just Plain Sucks



Ever wonder why customer service just plain sucks in so many cases? Ever wonder *why*? Perhaps you've been just so *amazed*, like 'made your whole day' amazed, when you actually receive good customer service?

A lot of it just plain comes down to a pure desire for the provider to care, passionately care, about the job they're doing...for you. After all, it isn't about 'where' the service came from, or 'who' provided it, or 'what' they were providing it on.

Here in the U.S. it can be popular sport to gripe about the latest 'terrible' customer service experience. All too often we blame it on some poor sap in India, sitting amidst 4 b'zillion other reps, that can't speak 'my' language, and hasn't gotten a clue. Hey, I've been there, got the shirt, sure you do too.

Yet at the same time, I have also gotten truly fabulous service from those same individuals. Yes, the deck can be stacked against them (poorly paid, employer doesn't really care, yaddi, yaddi, yaddi). But if the person truly cares you can tell. As humans we can *instinctually* tell if the other person is even trying...and quite often *trying* is enough... We want to feel the other party is at least (honestly) *trying* to help us.

Providing support, aka customer service, is just like any other ‘job.’ There are those there just to punch the clock, and there are those who truly excel at serving others. And, the two types stand out as clearly as a baby screeching during Sunday church. I know. I have had what is likely a rather unique experience. In the same lifetime <g>, I have worked the phones providing customer support; been a product manager with responsibility for the product support function; and, offshored support to teams internationally.

Sure, there can be challenges, and maybe you can never eliminate enough of them to deliver the *world’s best support experience*, but having a *passion* for delivering support can go a long way toward overcoming the hurdles. Passion is what drives you to *truly* want to help the customer—your customer. Time, after time, after time.

While we *all* provide some form of customer service, I speak most to those who do it for a living: Do you do your job as a means of getting paid? Or, do you *really* feel strongly about taking care of your customer, of making them feel *good* about the experience? Do you chase down issues that take longer than the 3.6 minutes considered ‘good’ for calls of your type? If you do, I commend you, and thank you. We need more of you! If not, try, just once, to see if you can really put your whole self into solving the next customer’s problem. See if you *feel* better for having done so. *Try*. I dare you! :)

(photo credit: **Andy Reis**)