

## Take a lesson from Disney

Fresh off a trip with my family to the most magical place in the world, Walt Disney World, I am inspired to continue with my focus on how business owners deal with customers, clients and patrons.

It is always amazing to me how each and every person that I come in contact with, while on and in a Walt Disney World property, seems to always smile and make my family and me feel entirely satisfied with our visit and experience. It almost seems like each and every Disney employee has gone through intense smile training and is always thinking of how to make each and every customer completely and utterly beyond satisfied with each and every visit.

How many of us actually set that type of goal for our own customers or clients? We all want our customers and clients to have the best experience, but don't always know how to create that ultimate customer satisfaction experience. There are various definitions of the term and many ways to measure customer satisfaction.

### Satisfaction defined

As a definition, customer-satisfaction is a business term used to measure how products and services supplied by a company meet or surpass customer expectation. Most often, it is seen as a key performance indicator within the business, signaling how a business is being perceived by its customers and clients. Whether you are selling widgets or providing a service, customer satisfaction is measurable.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen

as a key differentiator and increasingly has become a key element of business strategy. Some of the greatest businesses in the world believe that customer satisfaction is the key to their success.

Getting customers to tell you what's good about your products or services, and where you need improvement, helps to ensure that your business measures up to expectations. The greater the customer satisfaction, the greater the loyalty and promotion to others from satisfied customers.

Also keep in mind that satisfied customers can turn into more satisfied customers, and ultimately can translate into increased revenue.

### Conduct surveys

One of the easiest ways for business owners to gain the maximum knowledge about customers' satisfaction and measure satisfaction is to periodically conduct surveys. Surveys can be informal or formal, in writing or verbal and may be taken at any time and at any place. They can be taken by you, your employees or by third parties.

Well developed, customer service surveys cover all the key business activities such as the company's products, services and support, delivery, ordering and billing, and especially its employees. As a business owner, you modify the survey to specifically match any of your company's activities.

A few important things to remember, when developing your survey, are to ask the maximum number of questions about how your customer is feeling when receiving your product or service. In addition, you also want to probe your customers

and clients for suggestions on what you can do to improve experience with your company or use of your product.

If you choose to conduct your surveys in writing, make sure that the survey is easy to fill out and very user-friendly. Some of the most effective surveys have no ranking of quality on a scale of one to five, no lengthy questions, but simply had a list of key business activities and space to respond, all on one page.

However, if your goal is to drill down in order to obtain a lot of information from your customer or client, than a more comprehensive and detailed survey may be your best option.

The main thing to remember is to constantly obtain feedback from your customers and clients so that you are always in touch with client's feelings and perceptions on how your business is affecting them. Ultimately, we are all judged by our customers and clients that pay us money for our services or buy our products. Their immediate and continued satisfaction should be a major priority to your business, and the more you are able to measure their satisfaction, the better you can be in meeting or even exceeding expectations.

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