

Customer Service

By Jeff Millies, Certified Golf Course Superintendent, Edgwood Golf Course

I am sure glad spring is over, talk about cold weather that has kept golfers away. The spring of 2011 will definitely be remembered as one of the coldest. Everyone I have talked to says their rounds are down, but hopefully it is only due to the weather conditions and not the economy.

This unusually cold spring has also seemed to affect people's attitude in providing quality customer service. The few times I've been out shopping it seems like you can't find anyone to help you, and when you do, they make feel like you are an inconvenience to them.

It is hard to believe that in today's economy some businesses don't realize the importance of customer service. I always liked Burger Kings motto, have it your way. It seems to be a slogan you don't hear anymore. The most important aspect of providing good customer service is attitude. If a customer service representative says all of the right things and transacts the deal with efficiency, but does so with an air of indifference or worse, are you satisfied? No!

Our customers can and will dismiss us if we do not treat them as if they are the most important part of our business. Never tell the customer what you can't do, but what you can do for them by using positive language. This can be difficult when trying to phrase a negative situation into a positive

image for the consumer. The need for using positive language shows a willingness to serve and a commitment to building customer loyalty.

Good customer service today involves showing a sincere willingness to serve their consumer and makes an attempt to get it right. The people who understand this fact are the ones who excel and who help distinguish their company from its competitors.

We are fortunate that those suppliers/distributors who advertise in the Grass Roots understand this concept and value their customers. This is my 25th year as a Superintendent and during this time I have gotten to know most of the suppliers and distributors who advertise within the Grass Roots. Many of them have been here before I became a Superintendent so they know what it takes to be successful.

Therefore as you read the Grass Roots, use the WGCSA website or the membership handbook, make a mental note of the advertisements. The next time you are looking to make a purchase, remember to consider the value of customer service and those companies who support WGCSA.

Summer is finally here and the days are getting shorter. Stay positive, fall is coming soon.

WGCSA MISSION STATEMENT

The Wisconsin Golf Course Superintendents Association is committed to serve each member by promoting the profession and enhancing the growth of the game of golf through education, communication and research.

WGCSA VISION STATEMENT

The Wisconsin Golf Course Superintendents Association is dedicated to increase the value provided to its members and to the profession by:

- Enhancing the professionalism of its members by strengthening our role as a leading golf organization in the state.
- Growing and recognizing the benefits of a diverse membership throughout Wisconsin.
- Educating and promoting our members as leaders in environmental stewardship.
- Offering affordable, high value educational programs at the forefront of technology and service.
- Being key to enjoyment and the economic success of the game of golf.