

Survey keeps clients front and center

BY CHERYL HIGLEY

Loorne Hall, owner of Western Lawns in Oklahoma City, OK, wants to know what his customers think. Three years ago, he launched a customer survey to gather that feedback – for better or worse.

“Some customers are good at letting us know how we’re doing. Others we never hear from. But we wanted to know what all of them are thinking about Western Lawns,” Hall says.

Each month, approximately 200 sur-

veys are sent at random with billing statements. The goal is to survey each customer at least once a year. The comprehensive survey rates Western Lawns on the sales, service and administrative process on a scale of 1 to 10, with 10 being the highest.

An account manager follows up immediately on any survey returned with a score on any line of less than 5 (did not meet expectations) or any negative comments. All surveys are summarized in the customer’s file for quick reference.

Filed doesn’t mean forgotten, however. Monthly reports are distributed

showing the average score for each line item and the total average score. The reports also show average scores from previous years, which gives Western Lawns a benchmark for improvement.

“Our goal was to know if we were just meeting or if we were beating our customers’ expectations,” Hall says. “It is important to measure the entire process. If you deliver good service but the sales process was poor or billing was wrong, the customer will be let down. Too often, people forget customer service is about the total experience.” ■

Finding My Replacement Thrival Campaign

Thrival Campaigns were developed by JP Horizons as a simple tool to allow companies to help employees focus on a specific result that will be accomplished and then systematically define and follow through on the specific actions that lead to this result. The process develops focus, clear expectations, accountability and a motivated team through their accomplishments.

One concept discussed in the Leadership Jam programs was “Great leaders are always looking to replace themselves.” The following Thrival Campaign can be used to help leaders develop their replacements:

THRIVAL CAMPAIGN			
CAMPAIGN		SPECIFIC RESULT	
<div style="border: 1px solid black; width: 100%; height: 40px; margin: 0 auto;"></div>			
	Action	Who	When
Dynamic Action 5:		—	—
Dynamic Action 4:		—	—
Dynamic Action 3:		—	—
Dynamic Action 2:		—	—
Dynamic Action 1:		—	—

Name: _____ Company: _____

- **Campaign:** Finding my replacement.
- **Specific Result:** I have identified and prepared the individual that could fill my position requirements, allowing me the opportunity to grow and making my role more valuable with the company.
- **Dynamic Action 5:** I have a clear description of my next move, the skills to continue to develop and the replacement for my present position.
- **Dynamic Action 4:** I hold regular one on ones to coach my team through their thrivals and update the company on the progress.
- **Dynamic Action 3:** I have presented the team thrivals to my manager, discussed the candidates, reviewed a timeline for my growth and put it all into appropriate personnel files.
- **Dynamic Action 2:** I have met with my team one on one, reviewing the position description with them, discovering their interest and putting together a Thrival Campaign for their growth into the position.
- **Dynamic Action 1:** I have held a meeting with my department or crew to openly review my role and brainstorm what the position description should be. I have put their ideas on paper and back out to them.

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