

On The Front Line...



All the Service Sector companies I can think of have departments devoted to Customer Service.

With the amount of competition these days, it is common sense to keep your customers on your side. Customer loyalty is crucial to the success of any business. To ignore this could well prove fatal for any company's future prospects.

Customer Service Teams have two tasks if things are not going right for customers:

- 1) To correct errors, apologise for mistakes, and restore confidence.
- 2) To identify the cause of the problem and remedy matters swiftly within the company.

A few years ago there was a series of Service Partner events at the Airport that invited speakers from a variety of companies – not always associated with the Airport – to talk about their approach to customer service. Much of the emphasis was about changing attitudes within a company so that a dissatisfied customer would be persuaded to remain loyal. A significant amount of importance was placed on the empowerment of staff to solve problems without having to refer matters up the management chain.

There was a fundamental principle that applied – anyone who had had a bad experience had the potential to 'put off' a significant number of other people because of one person's 'bad news' story. This, as the

notice to the right implies, is hardly rocket science.

And yet it continues to surprise me how often front line staff (not only Customer Service staff) who have daily contact with 'customers' however they are defined, are undervalued and dis-empowered in the roles they fulfil. Recently, one employee responsible for keeping the area clean and tidy was admonished by his supervisor for chatting briefly to a customer. The thought went through my mind, how stupid – surely interacting with customers ensuring their wellbeing should be encouraged. One wonders how much the back-up staff behind the scenes, whose task it is to support those on the front line, really understand the importance of the overall customer experience for the future of the particular company.

For the employee mentioned above a 'thank you' would have been far more appropriate. He was not time wasting. Looking for opportunities to recognise people at work is always a great investment.

How grateful we are for those engaged in interfacing with customers in particular our Customer Service Teams. They make the Airport the special place it is for so many customers.

So, a big **THANK YOU**, and have a great day!

Ian Field, Chaplain

Rudeness is the weak person's imitation of strength.

Eric Hoffer
(1902 – 1983)
American moral and social philosopher

To work on the Customer Service Desk you do not need a First Class Degree in Rocket Science only a degree of Common Sense and the ability to apply it.

seen in a Sainsbury's shop window

Prayer Diary

February 3 - 9, 2014 - Week 6

We give thanks in our prayers for the work of:

Terminals Engineering
M.A.G Environment
US Airways
Qatar Airways
BMI Regional
KLM



The Chaplaincies at

Belfast Aldergrove Int'l Airport UK
Berlin Brandenburg Airport, Germany
Bogota El Dorado Int'l, Colombia
Bremen City Airport, Germany
Brussels Zaventem Airport, Belgium

Daily Prayers (Christian) take place every day at 8.30am in T1 Prayer Room

(and at many other times and places too)

Friday Jumma Prayers (Islamic) are held in T3 Prayer Room

1300 GMT (Winter)