FODMAPs ★ Feta cheese ★ LeBron James

Costco Connection®

THE MAGAZINE FOR COSTCO MEMBERS



Perfect partners

How Costco members are joining students to create a path to educational success 38

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FOR YOUR HOME

Home Town furniture

Mattress primer

Setting up a nursery

The U.S. Chamber of Commerce shares that good customer service in a crisis begins with having a plan and staying calm.

Building loyalty

How to showcase your excellent customer support in good and bad times

by MARK LUSKY

Companies providing consummate, compassionate and caring customer service during and after the COVID-19 crisis can share their efforts with the rest of the world to further enhance marketing and sales.

One of the most credible and compelling ways to share your experiences is to develop thought leadership articles, blog posts, social media content, podcasts and even short videos documenting your appreciation of and respect for those who keep you in business. Where appropriate, interview customers and detail their experiences as case studies. Then, share these with your marketplace.

Customer-service thought leadership case studies and reports can address a variety of timely and compelling topics, including the following examples.

We all are learning lessons from the COVID-19 crisis. This has shined a spotlight on the importance of treating people right all the time—when times are bad, when times are good and everything in between. Here are ways our company will continue to support customers ...

Stellar customer service will sustain all of us. By making customer service our primary focus, we can see our customers through a new lens of empathy and compassion. This will support all of us—including employees, vendors, partners and other stakeholders—since we're all customers in one way or another. Look for these commitments going forward ...

If we fail to measure up, tell us! New customer service channels put in place because of the pandemic will make it easier for customers to communicate their concerns, problems and questions and get prompt, competent help. Keeping customers happy is the most important job we have. Here's how we will continue that support ...



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Scripted lip service doesn't cut it. Scripted words such as "I apologize" and "I understand how you feel" won't ring true without sincerity. As we learned during the crisis, dealing with issues candidly and completely is the name of the game. Customers will get sincere responses and offers to help from people who are helpful and dedicated. Here's our ongoing pledge to customers ...

The joy of proactive outreach. We will not only help when called upon, but we will call upon ourselves as well. When and where possible, we will reach out to offer help before customers ask for it—another critical lesson learned from the pandemic. Customers are our most treasured asset, and we will honor that standing in every way possible. Among the measures are ...

Doing right by your customers, then letting the world know about it, will help your business build loyalty and longevity. ■



DEBI KNIGHT

Mark Lusky owns Mark Lusky Communications (markluskycommunications.com), a marketing communications company.