Book Review

Raving Fans
Ken Blanchard and Sheldon Bowles

THE CLINIC OWNER'S BUSINESS CLUB

Why I chose this book

It is a quick read and whilst the story is far-fetched, being written in parable style, there are easily accessible powerful lessons to be learnt. One can read many more books on creating raving fans but sometimes it's the simple things that can make a big impact.

Key Messages

- Success comes to those who are obsessed with looking after customers
- Customer service is important to any business but it is not enough to simply satisfy your customers. You need Raving Fans. The three-part framework helps you to deliver amazing customer service and achieve outstanding bottom-line results.
- You can acquire and retain customers by delivering customer satisfaction by being just a bit better than your competitors, but in order to have a sustainable, successful business you need your customers to be so happy with your service that they can't stop talking about you.

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Decide, discover, deliver

The parable is about an area manager who is tasked to go beyond just customer satisfication and through a mysterious fairy godmother he meets several successful business owners and learns the three secrets of creating raving fans

Secret Number One: Decide on your service vision

The first step is to define how you want to deliver your service. What is your vision of customer service? Think about every single service step and define it in great detail. You must know the ideal way in which you want to serve your customers. It's important to remember that your vision is not a frozen picture. It needs to be constantly evolving so you need to give it attention often.

Secret Number Two: Discover what your customer wants

Once you've defined your service vision in detail, you need to find out what your customer wants – what is their service vision? Once you know both you can then work on integrating the two visions to offer the perfect service that upholds your purpose, vision and values and meets your customers' needs and desires. It's important to use your vision as the foundation and integrate specific aspects of your customers' vision. There are going to be some things that might be in the customers' vision that are absolutely not part of your vision which may suggest those particular customers are not your ideal customers.

Secret Number Three: Deliver what the customer wants plus 1%

Once you know what your customer wants you must deliver all the time without exception. Consistency is critical as it creates credibility. Customers count on you doing what you say you will do. Limit the number of areas you want to make a difference in so that you get it right 100% of the time. Promise more and deliver more – just don't promise too much at once. What is the 1% extra that would make a difference?

A subtle but powerful difference highlighted in the book is instead of 'under promising and over delivering' think about it in the context of not driving promises down but driving delivery up.

Another key message in the book is that in order to deliver consistently you need systems in place – systems are guidelines not rules and allow team members to use their judgement. The emphasis needs to be on the results and the systems are just pre-determined ways to achieve the result and provide a minimum standard of consistency.

We hope you found this book review useful to Assess, Diagnose and Treat your business

Look out for our book of the month reviews in the future!