Customer Service

Everybody likes good customer service. We are especially pleased with good customer service after we’ve had poor customer service.

Have you ever thought of offering good customer service to your partner?

It is a basic tenet of happiness in coupling, that to get what you want out of the relationship, you must first give the other what they want. But the manipulative position is always doubted. Being nice as a way of bartering is sketchy at best.

We’re all familiar with this concept, as we have worked it from the cover up mode. You know how it goes, do something nice and the accusation comes back, “what do you want?” Or maybe after a gaff or mistake, we double up on our efforts to be good.

These are understandable, but I’m talking about a way of being with your partner, not just a trick you play. Its like in business, quality is not something you fake or throw on for special occasions. Hopefully it is who you are every time you deliver.

And in business, you won’t keep a customer by meeting their expectation. That is a level of service that any decent business can meet. You can go anywhere to get that. In business the customer needs to be delighted, then they will go out of their way to come to you. A delighted customer is a loyal customer.

There may be a businessman out there who wants to steal your customer. In the vernacular his name is Jody. Jody will go out of his way to delight the prospective new customer with all types of gifts and seemingly caring attention. But he is a player and he is a cheater. It seems that his goal is good customer service but it is not. He is out to steal your customer for his own use and personal gain.

No, you can’t let this happen. If your partner is special to you, then treat them that way. Exceed the expectations and delight that special person in your life; special service for that special customer. Isn’t that what the Golden Rule tells us? Don’t we all want that?

Like I said we have to give it to get it. And early on in our coupling we can be pretty primitive and selfish. We may be nice to get what we want or to avoid a problem. But hopefully we can grow into a more mature position of service out of love. We serve our partner just because it is who we are.

I witnessed my brother call his wife from the 18th tee to find out what she wanted for supper. He then called Carrabba’s to pick it up on the way home. My friend Bob, brings his wife coffee in bed every day. These are great. And then go a little further. Think about an event coming up and plan a little something extra. You know what your partner wants, give it to them and they will be delighted!