

Nathan Willard of HOODZ On 5 Ways to Create a WOW! Customer Experience

03/02/2023

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Growing up, I was always taught from my parents to work hard for what you want and appreciate what you have. For example, music has always played an important role in my life. When I was twelve, Kenwood released the limited edition JL-802 speakers and of course, I had to have them. My parents quickly expressed to me that if I want them, I should get a job to pay for it. To their surprise, I got a job at our local golf range and woke up at 5 a.m. every Monday, Wednesday, and Saturday that summer. After two months of working, I purchased those beautiful speakers and still have them today. From this experience, I learned the importance of earning the things you want in life. Much like

external factors that can force a company to improve customer service, but I would worry about its success. You shouldn't be "forced" to have good customer service. If you are not focused on the customer, what are you in business for?

Can you share with us a story from your experience about a customer who was "Wowed" by the experience you provided?

2. Good customer service results in a referral business — HOODZ continues to grow in markets with minimal advertising because of the referrals we receive from other businesses.
3. Customer trust is based on customer service and quality — Being a resource and a problem solver for the customer will create trust and long-lasting relationships with the customer. I have always attempted to have a great vendor relationship should a customer need a good electrician, plumber, etc., I was able to provide a trusted recommendation.
4. Great customer service is holding yourself or your business accountable for their actions- If a customer issue arises, it is important to address it right away and offer a solution to the problem. I have always felt that showing empathy and respect in addition to an apology followed by a solution can go a long way.
5. Continuous customer service improvement — It is important to collect feedback to further improve how your customer service is viewed. The goal should be to always look at ways to improve.

Are there a few things that can be done so that when a customer or client has a Wow! experience, they inspire others to reach out to you as well?

Absolutely! They can tell their friends, family, and co-workers about how well they were treated. Just as important, though, if they did not receive the service that they expected, I love hearing that feedback as well so I can find a solution to the issue at hand.

You are a person of great influence. If you could start a movement that would bring the most amount of good to the most amount of people, what would that be? You never know what your idea can trigger. :-)

Although I appreciate new movements, one that is already near and dear to my heart is the Ronald McDonald House. Food, toys, household items etc. are great ways to help support this charity. My family utilized the Ronald McDonald House for two months when my son was born. I cannot begin to explain what they do on a daily basis to allow a family to be steps away from a loved child at the Hospital.

How can our readers follow you on social media?

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This was very inspiring. Thank you so much for joining us!