

# Business Booster



**Tiffany Hughes**

License: 197552

Senior Loan Officer

Mac5 Mortgage

Phone: (303) 549-0891

Fax: 303-648-4938

[thughes@mac5m.com](mailto:thughes@mac5m.com)

[www.comortgagegal.com](http://www.comortgagegal.com)



## Customer Satisfaction vs. Customer Elation

Raving Fans Raise the Bar for Acceptable Service

Striving for customer satisfaction is like going for the bronze. You won't be remembered as the best unless you really exceed the customer's expectations. Take the phrase "customer satisfaction" out of your vocabulary, and instead strive for "customer elation." Your customers must be so impressed that they are actually excited to spread the word about you and the exemplary service you provide.

In their book, *Raving Fans: A Revolutionary Approach to Customer Service\**, Ken Blanchard and Sheldon Bowles write:

*"Your customers are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans."*



Once you begin to create a following of your own raving fans, keep track of them in your database with a special code, and track the number of referrals they provide to you.

I have done this in my own business, and when I know I have exceeded my clients' expectations I send out a personal thank you letter upon the closing of their loan. I remind them that my business is referral based, and if they have a friend or relative who they feel would benefit from the type of service I provide, I would like to meet with them or give them a call.

I continue to stay in touch with the clients in my database on a regular basis. My personal assistant or another member of my team will place a call to ensure the client is well taken care of, and if they have any further questions, they know we are always available to serve their needs.

Each client receives a quarterly newsletter that includes information about the current market conditions. My team and I have the ability to monitor interest rates, and by using a trigger in our database, we are able to notify the client if and when an opportunity arises to get them a better rate by refinancing their loan.

By providing this type of service, I have acquired a reputation as being much more than a loan officer who simply quotes rates; I have established myself as a Trusted Advisor in our community. I look forward to meeting with you to discuss the possibility of doing business and providing your clients with stellar service, which will also be a great reflection on you.

**Look for more Business Boosters coming your way!**

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