

A smile and silver service



Dawn O'Leary

**By Dawn O'Leary,
Davis Burton Sellek**

DELIVERING OUTSTANDING customer service is the key to long-term customer relationships and business survival.

Today's customers will no longer put up with a raw deal and they don't care who they tell. With the huge advances in Twitter and facebook unhappy customers can literally spread discontent around the globe in express time. Social media has empowered the individual and given them a far-reaching voice.

For many, customer service means nothing more than answering the phone or doing their job. What it should mean though is avoiding people saying anything negative about you and proactively finding those individuals who will say nice things about you and your brand both on and offline.

So it pays to have a dedicated person within your organisation tuning into social media sites and other media, listening to what is being said about you and your

products or services. This gives you the platform to respond to customers immediately dealing with negative remarks and encouraging positive customer feedback from your advocates.

In professional services such as accountancy it can be difficult to identify a true point of differentiation. Clients have specific criteria when looking for an accountant; price is important but equally we are finding that being local and offering personal attention and hands-on partners are top of their wish list too.

What we've tried to do at Davis Burton Sellek is to engage with clients by being friendly but professional, listen to their needs (from the type of coffee they like to drink to what they enjoy doing at the weekends) and to explain accountancy and taxation in plain English.

This has created a rather special client base who not only think of us as long-term partners but in many cases regard us as firm friends - something which I am extremely proud of.

Follow our tweets or visit our website.

WWW. davisburtonsellek.com

Coming up... The Chambers Events Diary

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<<<FOR MORE DETAILS OR TO BOOK A PLACE

TUESDAY, 19 APRIL

East Surrey Business Breakfast Club. The Red Lion, Betchworth. Members £11.67, non-members £18.33.

TUESDAY, 19 APRIL

Chamber Business Clinics. 14A Monument Way East, Woking. Members £125, non-members £200.

WEDNESDAY, 20 APRIL

Open Golf Competition, followed by Dinner & Prizegiving. Camberley Heath Golf Club, Camberley. Members £63.34, non-members £71.67.

THURSDAY, 21 APRIL

Elmbridge Business Breakfast Club. Hilton Hotel, Cobham. Members £11.67, non-members £18.33.

WEDNESDAY, 27 APRIL

Goal Mapping Success Workshop _ Your path to every success in 2011. Surrey Sports Park, Guildford. Members £95, non-members £125.

WE LOOK FORWARD TO SEEING YOU AT SOME OF THE CHAMBERS' EVENTS!

TUESDAY, 3 MAY

How To Get The Most Out Of Chamber Membership. Loseley Hall, Guildford. Free to all.

WEDNESDAY, 4 MAY

Business Women in Surrey Breakfast. The Lightbox, Woking. Members £14.58, non-members £20.83.

WEDNESDAY, 4 MAY

Understanding Documentary Letters of Credit, Drafts and Bills. Venue TBA. Members £195.83, non-members £235.

THURSDAY, 5 MAY

The Launch of Scene at Mercedes-Benz World. Mercedes-Benz World, Weybridge. Members £54.17, non-members £66.67.

THURSDAY, 5 MAY

Ask The Experts. Shepperton Studios, Shepperton. members £17.50, non-members £25.

TUESDAY, 10 MAY

Networking Purposefully For Profit. The County Club, Guildford. Members £16.67, non-members £25.

THURSDAY, 12 MAY

Speed Networking – The fast, fun way to develop your business and your networking contacts. The Mandolay Hotel, Guildford. Members £20.84, non-members £29.17.

FRIDAY, 13 MAY

HR Forum. The County Club, Guildford. Members £16.67, non-members £25.

● All prices are excluding VAT. For further information on any of these events telephone 01483 735540.