



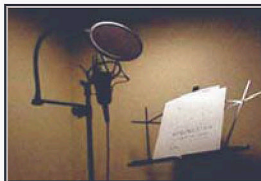
[A Deaf Ear to Average](#)

An Example of Great Service and What You Can Learn from It

Category: [Customer Experience](#) | Submitted by: [Timothy Miles on 9/17/2006](#)



Late last week, I hired an actor - through a casting service - to voice one 30-second radio commercial for a client in Ontario. After reviewing close to 100 auditions, I chose this actor based solely on his performance of the audition.



You never know what you're going to get - in terms of delivery of goods. I called him. He answered on the second ring. We spoke for a few minutes about direction, payment, and what each our expectations were for the project.

My expectations were to receive **one version** within a couple days. His expectations were to receive payment shortly after my project was complete.

When I awoke the next morning, I was greeted by an email from the actor containing:

1. a link, username, and password to a private FTP site where I could download **all six versions** he'd performed for me.
2. carefully detailed notes on what made each of the six takes different
3. an offer to do as many more as were necessary to get the project right for my client

Also in my inbox was a second email from the actor with an audio attachment of an additional fully-produced (with music and sound effects) of the ad that he'd made just so he could hear in his head if it sounded right. He thought I "might find it useful for reference."

Before I downloaded one of his files or listened to the extra version he sent me, I logged onto paypal and paid him, and I've set about recommending him to other producers I know.

One other thing - the timestamps on his emails ranged from 11:00P to 4:00A. I don't know if you notice those sorts of things, but I feel it's worth mentioning.

I hired him for his talent. I recommended him for his service and attention to making me feel like his most important customer in the world and for **being so extremely generous** in providing me far more than I expected.

What can you learn from this? What should we all learn from this?

There's no such thing as a static relationship.

There's no such thing as average customer service. Each interaction with a customer or potential customer either deepens or shallows their relationship with you. Too? Most times talent gets you in the door, but the experience you provide opens others for you.

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[A Deaf Ear to Average](#)
: Customer Experience

Week's Top 10

[The Next Blair Witch](#)
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[Reach Out and Touch Someone](#)
: Selling
[Sticking to the Wall of Advertising](#)
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[Branding, Brands and the Pictures in my Mind](#)
: Branding Strategy
[Behold the Wonder](#)
: Cultural Interest
[Media Sales... it's Time for Revolution](#)
: Selling
[Salmon and Marketers](#)
: General
[Get Rid of Your Job](#)
: Staffing
[Maslowing](#)
: Branding Strategy
[What is the Purpose of Prospecting](#)
: Selling

Month's Top 20

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