

Kenmore Chamber of Commerce

(formerly the Kenmore Board of Trade)

June 2022

“BRINGING BUSINESS BACK HOME”

PRESIDENT’S MESSAGE

Greetings to All!

Our first “Meet & Greet” for 2022 was a modest success!

We visited **So Fresh Used Auto Sales**, located at 2290 East Avenue, on Thursday May 19th. The food was fantastic, and the variety of artwork presented by **So Fresh Used Auto Sales** owner Jacqueline Harris in her art gallery was a pleasure to experience. A special “Thank You” also to Lisa Heller of **BancCard**, who spoke about the benefits of using **BancCard** for all your credit card needs (call her at 216-215-7547 to find out how your business can save money using their services).

Next up is our outdoors “Meet & Greet” during the summer concert at Shadyside Park located on Kenmore Boulevard. While listening to the Rock, Pop & Blues music of the **730 Club Band**, we will pass out free ice cream to those enjoying the band during this Wednesday June 29th concert. Kenmore Chamber members will meet starting at 6:30 pm and enjoy some pizza supplied by KCOCC members **Regina’s Pizza** and **Pierre's Brooklyn Pizza & Deli**, and then give away ice cream during the break between music sets. With great weather expect great music, great food, and great socializing.

Thank you for listening, and please be safe!

John Buntin Jr, KCOCC President
john@kenmore-komics.com



Jacqueline Harris & Dave Culbertson sample the food at the May “Meet & Greet”

Like us on
Facebook



Education | Protection | Savings

Chamber Members can now save
on their utility costs for their
home & business!

ENROLL NOW!

chamberenergy@ceateam.com | 330-280-2082 | ceateam.com/chamber



WELCOME TO OUR NEW KCOCC MEMBERS!

EMS Payment Solutions
Payment Processing

Brett Harkins
28901 Clemens Road, Ste 101
Westlake, Ohio 44155-1166
440-835-2406

Universal Holdings LLC
Real Estate Sales and Rentals
David Gurary
235 Orange Tree Drive
Orange, Ohio 44022-1564
216-438-8888
www.davidgurary.com

Virtual Profit Solutions
Virtual Deliveries for "Car Dealerships"
Doreen Shutt
24 East Main Street
New London, Ohio 44851-1214
567-351-6093
www.welcometovps.com

This Newsletter sponsored by:



KCOCC Members go to:
chambersaver.com/noacc
for a free quote!

5 Great Lessons from Customer Service Mistakes

by Christina R. Metcalf

A cruise ship captain once said, “There’s always a weird person at your dinner table. If you’re sitting with several couples and you can’t figure out who the weird one is, chances are it’s you.”

The same can be true of customer service.

Every business is convinced they offer stellar service but if you can’t think of a company in your area that offers bad service, it might be you. It’s statistically impossible, not to mention an abuse of a superlative, for every business to offer “the best” service. One is better than the other. We aren’t all 5-stars all the time. But that doesn’t mean we can’t learn from the experience.

5 Great Lessons from Bad Service

If you’ve recently received some bad reviews or customer service complaints, here’s how you can learn from them.

1) Listen and respond. Most people will give a business another chance if they feel heard and if something was done to remedy the situation. The remedy may be offering a free service, discount, coupon, or other incentive to try your business again. A florist that missed a delivery deadline for a special occasion and failed to communicate the error, credited the customer 125% of the order and guess what that customer did? They gave the florist a second chance. This time their delivery and product were flawless. Mistakes happen. Most people understand that.

2) Under promise and over deliver. It’s always good practice to build in a buffer of time (or cost) on a project or delivery. The customer will be pleasantly surprised when it takes less time (or money) than expected. A doctor’s office admin shared that they tell everyone a specific series of testing will take three hours, but it usually only takes two and a half, although it can take three. She said that way everyone is pleasantly surprised and not upset. When they used to tell patients two and a half hours, any minute over that meant angry patients yelling at their staff. Now everyone is prepared and expects three so if it takes less than that, they’re thrilled.

3) Turn a complaint or bad experience into an FAQ on your website. FAQs are a great way to help people get the info they are most curious about, not to mention bring some good SEO your way with a page that ranks highly in important keywords. When you have a misunderstanding with a customer on a process, procedure, sale, or return, ask yourself if other customers could benefit from that understanding. If so, add an FAQ about it.

4) Set a tickler and make a new friend/loyal customer. If you have an incident of lackluster customer service, follow up with them before it is resolved, once it is resolved, and a few days or weeks after it’s resolved. This kind of attention will make your customer feel like you care. It may also be a good reminder to order/buy from you again. Some businesses create a special email campaign to earn trust back again. In the email campaign, they look to reengage the customer. A handwritten note checking in can also be very effective.

5) Be preemptive. Reaching out after someone uses your services can be an effective way to make an impression. A pet border sends an email to every pet who stays with them thanking them for vacationing there and reminding the pet parent to let them know if they have any questions or concerns. It’s a nice touch and makes pet parents feel like the business cares. This can quell any concerns they may have over the stay and places a friendly face on the service.

Disappointing experiences don’t have to be the end of the customer relationship. There are many ways to salvage the relationship and help reestablish trust.



KBOT FLASHBACK



10 Years Ago - June 2012

- Ⓜ **David E. Culbertson**, President
- Ⓜ Lunch guest speaker was Robert Catalano of Regina’s Pizza, he spoke about the many ways he has promoted his business.

15 Years Ago - June 2007

- Ⓜ **Scott M. Smith**, President
- Ⓜ Plans continue for celebrating the 100th Anniversary of the founding of the City of Kenmore.

20 Years Ago - June 2002

- Ⓜ **Jeff Scott**, President
- Ⓜ The June meeting is an evening event at The Hibernians Club.

25 Years Ago - June 1997

- Ⓜ **Rich Masterson**, President
- Ⓜ Officer Willa Keith is introduced at this luncheon as Kenmore’s new Community Policing Officer.

30 Years Ago - June 1992

- Ⓜ **Mel Kent**, President
- Ⓜ No information available.

35 Years Ago - June 1987

- Ⓜ **Dennis Bloomer**, President
- Ⓜ The Kenmore Board of Trade participates in the “Child in Danger - Child Abuse Education” fundraiser, by selling \$1 raffle tickets, with all proceeds used to purchase Audio-Visual Materials for Akron Public Schools.

40 Years Ago - June 1982

- Ⓜ **Kermit Bair**, President
- Ⓜ Akron Mayor Roy R. Ray sends a letter to KBOT thanking them for their support of Issue One.