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WHEN COMPANY POLICY GOES WRONG

Did you read the recent news article about a Starbucks location in a major city? One of the employees refused to let a policeman use the restroom. Company policy at this store was that the bathroom is for paying customers only.

This particular Starbucks was in the mall just outside a major retailer and the restrooms were all the way across the store. The situation created traffic in the Starbucks' restrooms and management established a policy to limit that traffic.

Many years ago we had an incident occur at Superior that helped us realize something about company policy. Far too often we set policy to protect ourselves from our worst customers. The effect of making policy to protect us from bad customers makes things hard for our best customers.

Actually, most of us break the rules (policies) for our best customers. Doesn't that make sense? Isn't that what it takes to create a good customer relationship? Don't set policy that makes it hard for the customer. Go out of your way to do whatever it takes to get them what they want.