

CUSTOMER SERVICE EXCELLENCE 2004

EXEMPLARY PRACTICES IN RETAIL

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JONPAUL'S

A Man's World

Exemplary Practice: Customer Experience

Abstract: Jonpaul's is a specialty store in Duluth, Georgia that offers "tonsorial and spa services" for men. The customer service philosophy at Jonpaul's is "World Class Service Begins Here". Delivering world-class service to every customer is incorporated into all of Jonpaul's operating procedures and has resulted in a 95% retention rate of customers and a continuously increasing margin of revenue. Whether it is finding particular products for customers, or delivering the highest quality spa services, the staff at Jonpaul's approaches every task with the specific customer in mind. Going the extra mile for customers is not an exception, but a strong commitment every day and Jonpaul's. The outstanding success and recognition of Jonpaul's, including being the first salon to win the Salon of the Year 2003 and the Grand Design Award 2003 in the same year, is attributed directly to its remarkable customer service techniques. According to the owner, Dr. Jonpaul Leskie, "World Class service and client satisfaction are key to the success of any business". This is especially true for Jonpaul's.

Why the Practice Was Developed

Founder Dr. Jonpaul Leskie has an extensive academic background as well as corporate experience. According to Dr. Leskie, his "background and experience has made him want to go the extra mile for customers". From the beginning, Dr. Leskie's goal was to develop a solid program within his company to ensure customer satisfaction. He believed retention should be the focus. Dr. Leskie believes "90% of the time customers will return to a business if they had a good experience there." His emphasis on retention and customer satisfaction above all other factors is what prompted the execution of world-class service.

Implementation

Dr. Leskie believes that the process of achieving outstanding customer service

"is only as successful as the people using [the process], and the environment in which it is implemented". The management and staff at Jonpaul's are individuals who are committed to providing world-class service to customers, and maintaining an enjoyable work environment. The staff at Jonpaul's works as a team to ensure great service.

Dr. Leskie offers employees immediate feedback of their interaction with clientele as well as facilitates monthly team meetings. He believes in operations that "empower workers and let them make decisions." Consequently there is not an emphasis on rules. He also listens to employees as well as leads by example. It is not unusual to see Dr. Leskie sweeping the floor or conversing with clientele. These management techniques create an incredibly positive and productive work environment.

The most important aspect of successfully delivering world-class service is consistently listening to the clients. At Jonpaul's the staff is continually listening to every small detail clients may reveal, including a product they may like, a service they may enjoy, what beverages they prefer, and what events are taking place in their lives. This allows the staff at Jonpaul's to individually cater to each client, and to remember preferences for the client's next visit.

Facts about clientele are kept in a database so they may be referred to at any time. For example, Jonpaul's knows which of their clients prefer coffee and how they like it, or which prefer a beer and a *Wall Street Journal* to read while obtaining services. As soon as a client walks through the door, he is greeted by a staff person who knows him and his specific preferences. If a client wants a product in a larger bottle or extra long custom ties, he is never told "no". Jonpaul's goes to any length to locate any desired product in a timely manner. All of these outstanding methods are achieved by listening to what the client wants and needs.

Some regular customer service practices at Jonpaul's include greeting and addressing each customer by name, hanging his jacket, offering him a beverage, and talking to him about his day. While customers are obtaining services their glasses are cleaned and their jackets are steamed. These techniques are beyond the scope of regular customer service, and are what keep customers returning to Jonpaul's.

Although the customer service levels at Jonpaul's are outstanding, Dr. Leskie is always looking for ways to improve. He

looks to places where he has a good experience as a customer and asks himself, "What are they doing well?", or "Why are they busy?". He always looks at the positive aspects of businesses when critiquing ideas to implement in his own business. Overall, he has found that "people and service keep customers coming back".

Outcome

The result of these remarkable customer service practices is that customers receive world-class service, the highest levels of products and spa services, and a place they enjoy spending time. According to Leskie, "customers realize the value of service".

As a company, Jonpaul's is benefiting from a challenging, but fun environment. The team must continually be at the top of its game when delivering customer service, as customers have come to expect the best. Jonpaul's presently averages 80 new clients a month and boasts a 95% retention rate. Profitability and revenue has increased every month Jonpaul's has been open as a result of its incomparable customer service.

Insights

Jonpaul's is successful due to unrivaled and specific customer service techniques that involve delivering world-class service to customers. Jonpaul's has used customer service to differentiate itself from similar businesses and offers customers something no one else does. Dr. Leskie attributes this success to "teaching, empowering, team efforts, making the work environment fun, and leading by example".