

Douglas O'Coyné Jr. Invigorates Customer Support Efforts

Written by Australian Business

BOISE CITY, ID, September 12, 2013 /24-7PressRelease/ -- As a noted account executive who understands that customer service is key in any industry,

[Douglas O'Coyné Jr.](#)

promotes a current

[article](#)

in Caledonian Mercury that highlights top tips for customer satisfaction. Douglas O'Coyné Jr. acknowledges that the goal of any effective business model is to meet the needs of clients to win their repeat business - and to attract the attention of new customers. He knows that keeping clients happy is a primary objective for many business initiatives. Even though customer service is a priority, many businesses fail in this regard. He encourages business leaders to take stock of their capabilities and to recognize aspects of their business in which they can enhance.

The article states that Customer Service Excellence (CSE) has a number of standard tests, which focus on the areas of importance as seen by customers themselves. These areas could include issues such as delivery, timeliness, information, professionalism and staff attitude. The article advises against treating customers as a homogenous mass: "If you've identified a customer segment and you provide various services to them, then the logic is to compare and contrast the relative satisfaction levels of each segment with each service it receives."

For professionals interested in improving customer satisfaction in their own businesses, Douglas O'Coyné Jr. encourages business leaders to embrace feedback from customers. "Many clients do not give feedback to professionals with whom they work, however, some do, and it is paramount to the success of your business that you listen to what customers have to say," he said. "Identify what they are happy with and what they believe could undergo improvement. Listen to their feedback, but also make a genuine interest to adjust your approach accordingly."

He also recommends viewing other companies for inspiration. "There are many organizations out there that have mastered superior customer support," he said. "It's important to look at their platforms and decide what they are doing right, learning from their experiences." The article suggests a sobering rule of thumb, noting that "The views of the five percent dissatisfied may be worth more than those of the 95 percent satisfied."

Douglas O'Coyné Jr. encourages professionals to learn the policies and procedures of a company. "Customers who are seeking the support of professionals often have questions or a very targeted need. As a professional who is put in a position of authority, make sure you are able to answer their questions and meet their needs to the best of your ability. Take time to understand corporate policies and procedures so you can better gain the appreciation of disgruntled clients." Douglas O'Coyné Jr. prompts individuals to consider establishing a customer recognition program that rewards customers for their loyalty.

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ABOUT:

[Douglas O'Coyne Jr.](#) is an account executive with Myriad Genetics, a highly acclaimed molecular diagnostic company that aims to enhance the way healthcare providers evaluate risk of disease development. Before his current position, he served as an authorized Aflac agent, a supervisor of network operations and as a leading service member in the United States Army. He currently markets testing for individuals at risk for hereditary Breast and Ovarian Cancer Syndrome, Lynch Syndrome and Polyposis Syndrome. He earned a bachelor's and master's in business administration.