



**DIGITIAN
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Customer Experience Series



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Walk the extra mile

In the midst of heavy customer service season, when you are all feeling a bit overwhelmed and providing service as usual, it is better to remind you – “**Have you walked the extra mile for your customers?**” and Please walk the xtramile and create your own stories. I have shared here few stories to ignite your mind

TD Bank Canada - Wining an Ambassador

The largest Bank in Canada known for its customer service practice. The story is special due to the fact the customer is not so special for the bank but the employee go out of the way to help her out.

Cynthia applied during college break in summer applied for a basic credit card at TD Bank. She was granted a basic credit card with a \$500 credit limit. She waited for the Card but it did not arrive within 5 days and she is about to leave for college. He spoke to the employee at TD and she was very understanding of her concern, especially since it was nearing the time to go back to school. The employee cancelled Cynthia’s card and ordered a new one that would go directly to the bank location within 2 days. The lady employee did everything in her power to make sure that Cynthia would get the card on time. She even delivered the card personally to her house.

Cynthia was so impressed by the dedication of the staff knowing fully well that she was just a college girl and not a high spending customer, she made sure to share the story with her friends and became a **self appointed ambassador** of TD Bank.

AT&T Representative walking the extramile - Winning a life customer

Todd decided to go all-Android for his wireless devices found someone on Craigslist willing to trade their HTC One X for his iPhone 4S. But things turned ugly when, after he made a few phone calls on his new phone, he suddenly got the notice that

“This device has been blocked from network usage,” because he had apparently been given a stolen device.

He contacted AT&T where the rep explained that customers have to pay full price for a new phone. But then the rep asked if she could put Todd on hold for a few seconds. When she returned, she mentioned to Todd that she felt bad for him and spoke to her manager who authorized her to send a new HTC One X free of charge including free shipping.. The rep told Todd because he had been a customer for over 10 years and has 5 lines on his plan, she and her manager wanted to try to help him out. **Tedd felt it worth to be associated long term with AT&T.**

Citibank Thank You Service - Creating Trusted Customers

Ms Fraser was checking her Citibank Thank you account and realised that her account displayed a negative balance because her salary credited to the account was via bank transfer and not salary credit.

She called her Relationship Manager Musheer who asked her to get in touch with his colleague Amit. Amit was very cordial and told Ms Fraser to inform her payroll manager to get in touch with him.

After speaking to the payroll manager he did what was required to change the bank transfer to salary credit. I wanted him to activate my ready credit account since I had transferred my entire salary into Ready credit. He committed to solve the problem by next day by 5.30pm. Ms Fraser was quite tensed because she had issued cheques the previous week. One of the cheques was her children's school fees. Next day Amit called at 11.00 am and confirmed that her account was duly activated and the cheques are honored. All charges accrued in these transactions were reversed by Amit before even formal request.

Ms Fraser was highly delighted and appreciate the help she has received from Amit and **the TRUST that she has on the Bank.**

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