

# claire Boscq Scott

## SUMMARY KEYWORDS

mystery shopping, people, customers, customer service, communication, customer loyalty, superstar, communicator, listening, important, realise, tips, business, podcast, questionnaire, pandemic, buy, questions, absolutely

## SPEAKERS

Susan Heaton-Wright Claire Boscq Scott

### **Susan Heaton-Wright** 00:00

Welcome to the superstar communicator podcast. My name is Susan Heaton-Wright, a leading impact speaking and communications expert. My aim is to show you how to make an impact. So you will be heard or listened to and respected to career success. Listen weekly to the podcast, and go to our website, [www.superstarcommunicator.com](http://www.superstarcommunicator.com). Hello, everybody, this is Susan Heaton-Wright, the host of superstar communicator. Thank you very much for tuning in. Now, I am aware that a number of you are intrigued by superstar communicator and might want to know more about what we do. So I have actually created a top tips download that you can use when you are speaking and communicating almost like a checklist. If you would like a copy of this, you need to go to [www.superstarcommunicator.com/ten-top-tips](http://www.superstarcommunicator.com/ten-top-tips) And I will put this in the notes for this particular episode. It will give you some ideas of how you can raise your game so that you can become a superstar communicator. And one of the things I believe is really, really important is to know the purpose of you speaking, why you speaking what's in it for your audience. In other words, you are focused on the outcomes of your audience or the people that you are speaking to. And I believe this really, really ties in with the guests that we have today. Claire Boscq Scott is an international speaker, I met her since lockdown. So I've never met her in person. But her focus is on customer experience, putting your feet into the shoes of the customer to make sure that they have a very positive experience. And that goes really well with respecting and loving your audience or your clients or your prospects, because you can demonstrate that you really value them. So before we get on, let's introduce Claire. So welcome, Claire.

02:44

Hello there. Susan, how are you so lovely to be here?

### **Susan Heaton-Wright** 02:48

I you know, it's just brilliant, because we are both speakers. And we've met through various speaking organisations, keynote women, and also the Professional Speaking Association.

03:05

Yeah, absolutely. I think we've never met but we've, we've certainly built some kind of relationship that virtual world is just amazing isn't a really, you know, with that, you know, having that real face to face, you can still build really strong relationship with people in rapport and we know each other so well.

**Susan Heaton-Wright** 03:28

The reason why you're on here is because you are a specialist in customer experience and customer care. And we both know that spoken communication is key to that. So I'm passing over the ball to you. Yeah,

03:49

thank you very much. Well, you know, I, my background is hospitality. So I've always been in that kind of industry of service industry where you're here to care for people and you see them having fun, and you know, just the best place in the world really working in hotels. But then at the time, we used to have mystery shoppers mystery guests who used to come in our hotel, and give us some feedback and actually realise that Oh, my little island of Jersey there was no one doing mystery shopping. And so I had a lightbulb moment and, and I decided to take my job so my house, get divorced and start afresh

**Susan Heaton-Wright** 04:32

with it in that order?

04:34

All of them together actually, all at the same time. If you're going to do something, do it right, right. And so I did all that and I set up the business 11 years ago, and the idea was really mystery shopping. So measuring customer service to really improve that service delivery understanding what you're doing right. And you know, identifying areas where you can really improve your service delivery. So, communication and customer service is absolutely crucial.

**Susan Heaton-Wright** 05:09

Now, I'm sure that there are people listening today that are thinking, but I get all of my communication virtually, I get text messages, I get voicemail messages, I get emails. And for those people listening, you will be able to see Claire's face in the response to this.

05:33

Yeah, and I think that that's the thing with the pandemic has actually opened up so many new communication channels. And the thing is, when you do yes, you're thinking you're doing the right thing, because your customers wants to have a chat box, or you think maybe they want it, maybe they don't, you know, have you ask them those questions that really important. But also by opening so many questions and communication channels, you may not be delivering the same service from one touch point to the other. So it's really important that if you are communicating with your customers, and every touchpoint, you are measuring it, you are really you know exactly what you're going to be delivering, how long to pick up the phone, how long to answer an email, what are you putting in that chat box? Who is managing that? You know, and all those things need to be part of your whole brand? You know, this is really important that brand experience?

**Susan Heaton-Wright 06:33**

Do you think that there can be some problems with the data that you're measuring? Could you be measuring the wrong things?

06:45

Absolutely. So there was with a mystery shopping programme, there's a study on a case study that I always talk about, it was an American company. And they said they were selling that big, you know, big kind of retail shop, selling stationery, and they had a mystery shopping every month, they were doing so well. 90% 100%. Now, oh, they're also happy. And then the big boss thinks, you know, we're doing so well with us results. But that profit is rubbish, you know, we're not increasing anything on our profit. What is going on? So the CEO texts, a mystery shop questionnaire, and go undercover as your Undercover Boss as an undercover mystery shopper, and actually goes through the questionnaire. There wasn't one question, asking about sales. Not one questions from the engagement of the employees asking, you know, do you want something? Can any upselling? Can we close the deal? Can I show you something else? Not one question. And as soon as they realise that they've changed a questionnaire, and they were about and suddenly being?

**Susan Heaton-Wright 07:56**

That's so interesting, isn't it? I mean, I'm thinking in the back of my mind about banks, about the fact that yes, you could be measured measuring, there's more engagement, because people are using digital to bank. But I think of my parents who are in their 80s who don't trust online banking, plus the fact my dad has Alzheimers Disease so that if there is a danger factor risk factor, if he were to, to bank in that way, yet, the data doesn't support the fact that there are some groups that are excluded. What would your comment beyond that?

08:35

Yes I think so again, it's really about understanding your customers and being very clear about your avatar, as we you know, we call them so our customers are different groups of customers come in different ways and packages, and have different needs. And you need to be very clear to personalise everything, and this is the key, you know, Will people and people really want to be felt valued and important. So for business, you need to understand what is that group of people need from us, and how can we deliver it. And if you do that for your, all of your groups of people, you really will be able to really kind of understand and give them an exceed expectation, not just meet them, but really exceed expectations from all you know, from all the different age gap. And when I was there's a story in my book when I was just starting my my daughter was about eight years old, and she used to really love being a mystery shopper absolutely loved it. She had a little pattern she used to write people's name and what colour the dresses were and she really she really was very excited. And one day we went to a restaurant and we were just starting with that new group of restaurants and I've asked her to send to go to the toilet. So if she goes to the toilet, eight years old, Five minutes, six minutes, seven minutes. I'm just about to get up and go anywhere she is. And she runs back into my mom, mom, you don't know what happened. So I told her, I was a bit worried about you. And she said, Well, I was on the toilet, and suddenly, the light went off.

10:22

10:25

So she's here on the toilet, not being able to see what's happening not being able to open the door, she's too small, so the light is not coming, it takes a little while to actually manage to move the door. And once the door, you know, she makes the the sensor moves, the light went on. So we feed back that to the company. And yes, they've changed their sensors, they've never realised that that light for the children were not sensing at the right level. They never really thought about their little people's journey. And so from that downward, they started to look at the whole journey for the little people from what they add to the menus that they offered, what else could they have crayons on the tables and things like that, to obviously the sensors in the toilet. So you see, being able to really understand the journey for your different type of customers will really help you to give those greats amazing customer service.

**Susan Heaton-Wright** 11:27

But we are in a pandemic at the moment. Believe it or not, as we speak with very restricted movement, and there are many, many companies that are already struggling financially, surely, customer service and customer care is going to cost a lot of money.

11:52

Well this is the trick is insane. Customer Service, doesn't cost anything. Smiling doesn't cost anything saying hello doesn't cost anything, being polite, caring for people, you know, doesn't cost anything, answering the phone with a smile, and you know, how can I help you doesn't cost anything. And those are the kind of things that you see that they're not taking seriously. And I think Customer service is seen as a cost rather than a benefit. And you know, so we cut all the trainings, we cut all the the all the extra bits that are the measurements and the surveys and mystery shopping, we got all those things because their cost. And actually, no one listened to their customers. No one's asking them how they are feeling. No one's really asking them, you know, how was the service? How can we improve what you need from us at this moment in time as a customers? If we can't do that, can we do something else for you? Those are key now we need to be you know, stop spending money on advertising because you think you still dry, dry trying to drain people to you. But if you don't understand what you're giving them and how you're giving it to them. It's no point to have people in your, you know, on your website, if you're not able to deliver and meet their expectations.

**Susan Heaton-Wright** 13:17

So do you think that good customer service means that you can retain more clients?

13:25

This is the key to business, isn't it? You know, you can increase your increase your customer loyalty and there's a bigger sense of just increasing your customer loyalty by 5% can increase your profitability between 25 and 95% isn't? Isn't it the way to do it business

**Susan Heaton-Wright** 13:50

It is the way to do the business. But there's a little little voice in my mind saying that millennials are you know, slightly younger than the means. I don't know. Slightly young Yeah, possibly slightly younger than

you that they tend not to be so loyal to a brand. What would you do with regarding customer service for that demographic?

14:16

I think the stills unconsciously they are they may say it or not, but the day they find a website who works who gives them the things when they want it how they want to how quick they want to they can replace it. With that being asked why and how they will stay loyal, you know and that subconsciously if people care about you and make you feel that you know you are value to them. They will stay I mean my daughter's at into she's in full Millennium mode. You know, well, she she'll go to the same show, buy online clothes and she'll go to the same people because she knows she can buy 10 items and send seven back and they'll refund her problem, no questions no ask no this, she doesn't have to pay for the postage. Why would she go somewhere else? Yeah,

**Susan Heaton-Wright** 15:06

yeah.

15:10

make it as simple as possible. Keep it simple, stupid isn't say we say that. But, you know, increasing your customer loyalty is simple. give them what they want, how they want it, be flexible, be adaptable, and be able to be here when needed. That's, you know,

**Susan Heaton-Wright** 15:31

and now we're talking a lot about communication. And you and I know that in this pandemic, that the human connection is even more important, isn't it? We are human beings, we're social animals. And yet, I don't know about you, but I get more and more digital communication, including how well did i do from Amazon, and all and DHL and on all of these delivery things, and then they want you to do a sort of five page questionnaire?

16:08

Yeah, I think we're a little bit of a survey fatigue down way. And that's why when you do it, it's right to do it. But keep it keep it simple. Keep it very short and keep it very simple. And just that one question, you know, would you buy from us again? And if they say yes, you know, if they say no, they want, you know, it's just as simple as now, right? But yes, they were all serving perhaps maybe too, too many? And maybe, because it's not focused enough to exactly what you want to know, then? How do they use the data? How do they analyse it? And how does that really help, you know, to increase your customer loyalty, they are things that you know, you do, for example, when you got your loyalty cards in your supermarket, and that, you know, they, they know that you're buying the same things every month, so they'll send you a coupon, so they're gonna buy it, you know, this is intelligence, that artificial intelligence that we can use to make your customer feel even more loyal. So those are the really kind of very, very interesting tools that technology has bringing us. But we need to remember, like you said, Susan, we are all human. And having that human connection, that emotional connection is really, really important.

**Susan Heaton-Wright** 17:30

Very, very important. And so we move on to the three top tips. And I always ask my guests for three top tips. In this case, it is around customer experience, customer service,

17:47 So fire away

17:49

So you know, it's probably something that you talk about all the time, Susan, but a little exercise I do when I do customer service training with the employees or with leaders, is that communication, communications, behaviour style, and really kind of getting the people to understand that we all different, will behave in different ways. And so when they start looking at it, and thinking, Oh, that person does that, this is why they're doing that, I understand that you can see the sparkle in their eyes. So being able to really do that with your team, your employees and with your leaders, because then then they manage their team better. And looking at the communications behaviours and the communication styles is really, really a cool exercise to do. Number two, mindful listening. Oh, yes.

18:46

Yes, we need to be very mindful, we need to be present, whether we're on the phone, whether where we're with a you know, on the chat box with our customers, listen to what they say, Listen to what they don't say, you know, and this is, you know, that comes to my next kind of tip is the nonverbal communication, the cues that are nonverbal. No one says anything, you know, it takes seven seconds for somebody to make a perception of you. By just the way you look. So, you walk into a room, you're picking up a phone, you're on a zoom call, somebody will make a perception of you within seven seconds, whether they like you or not. So you need to make that first impression can don't you? So, look at the non communication cues, look at the words that they're using in an email. How does that, you know, how does that relate with the conversation? Are they angry? Are they happy? Do they need your help? are they calling out for help? You know, those kind of things are really important. How are they on their zoom call? Are they like this, you know, with a hand on their face. Are they yawning? The nonverbal communications cues are really, really important. So reading your customers, being able to really kind of see, you know, what is said? and what isn't said,

**Susan Heaton-Wright** 20:15

Oh, those are three brilliant tips. And for anybody who runs a business, or who is leading or managing, I believe that those tips would be applicable there too, wouldn't they?

20:28

Absolutely, totally. I mean, those kind of things are training that, you know, I gave every, every part of it, everybody needs to understand why. So, you know, we'll do some exercises with the employee is that they're rolling out their eyes, and somebody else is talking at them. And you're just like, How do you feel now? And suddenly, they realise that they may be doing that in their environment, you can see their faces thinking, Oh, do I say I'm sure I've done that before. So communication is absolutely key for building relationship and being you know, being here, increasing your customer loyalty.

**Susan Heaton-Wright** 21:11

So before we finish this amazing interview, I know you've written a book, talked about it, please tell the audience about it. Sure. So

21:23

this is the Secret Diary of a mystery shopper. you've, you've seen the journey, you've been around seeing the journey. I've published a book in September. And it's been, it's been a decade, I've been doing mystery shopping. So have done, I have got quite a few stories in my pocket, which I've been kind of keeping away secretly on the little book somewhere. And with everything that happened, I thought, you know why it's time just to get some of the stories out and being able to help businesses to see what could happen in their own business, if there were doing this, or if they were improving that, or they were training their staff better, or they were creating a better journey. So those are true stories, the good, the bad, and the exceptional. So if anybody wants to download it on Amazon, or it's on my website, as well, you can order a hardcopy, if you want want.

**Susan Heaton-Wright** 22:29

And I will leave a link to that in the notes for this. Brilliant, thank

22:34

you.

**Susan Heaton-Wright** 22:35

But how can people get in contact with you, Claire, because I'm sure there are going to be listeners who would like to have a discussion with you to work with you.

22:45

Google me. You will find me everywhere. I'm on social media. I'm

22:53

on all the platform.

22:54

And my website is Claire Bosque scott.com.

**Susan Heaton-Wright** 23:00

And I will write that in the notes as well. So is there anything else you'd like to add? Before we go, just,

23:12

you know, one thing that I always say, you know, we we are certainly entering a new era. And you know, it is really time for, for businesses to really kind of take accountability of what they're doing and how they take care of their customers, of their employees and of the environment that we live in. And this is really a really key bring more care into what you do. And you will see how much care they will give to their customers, to your customers.

**Susan Heaton-Wright** 23:47

Yeah, a brilliant end to this interview. Claire, it has been an absolute honour and pleasure to have you on the podcast.

23:56

Thank you so so much. That was just lovely speaking to you, as ever.

**Susan Heaton-Wright** 24:00

Oh, until next time, this is Susan from superstar communicator. Thanks for listening and keep well Wow, what a fantastic interview from Claire with so many takeaways. Whether we have customers that are face to face, possibly not at the moment, but if we have a restaurant, or they come to see us, we can really really focus on their experiences. But it also applies to anyone over the world because many of us are working with clients all over the world. And if we can think about how the experience is for them, so it's very positive, then it only leads to more business and a more positive image about your business. Which is why I will remind you about the 10 Top Tips, the checklist For superstar communicator, if you want to copy, it is [www.superstarcommunicator.com/ten-top-tips](http://www.superstarcommunicator.com/ten-top-tips) . And I'll put the link in the information about this podcast because I really, really want to be able to add value to you listening to this podcast. So until next time, this is Susan from superstar communicator. Thanks for listening. You have been listening to the superstar communicator podcast. Don't forget to subscribe and review the podcast on iTunes and on apps. Please contact us if you want to discuss any topic would suggest a topic for us to include or a guest who could come on to the podcast go to [www.superstarcommunicator.com](http://www.superstarcommunicator.com)