

## Serve the Customer!

My Colleagues at **RED**,

The style is unsophisticated or perhaps more accurately unpretentious. The overall message that the customer is key is nothing new to anyone at **RED CAPITAL**. Even the more subtle message that each of us has multiple customers, many of them internal (in fact, in some cases, perhaps, all internal) is not new to us (note the first sentence of our 8<sup>th</sup> Rule: Think of your colleagues as customers). Raving Fans, nonetheless, brings new insights, some quite discerning, to customer service. For example, the importance of listening to what your customers do not say. And, it finds considerable truth in what are some very simple insights. Again, for example, Consistency is critical. Consistency creates credibility.

**Please do me, the firm, and yourself a favor and read it.** It won't take you more than a couple of hours. And, I guarantee you if we can put the simple lessons of this book into practice, we will increase customer loyalty (and perhaps shed ourselves of a few customers upon whom we spend a disproportional amount of time, but whom we never seem to satisfy), make more money, and have more fun doing it.

I would not have spent the money to share this book with every existing and every new member of the firm if I did not sincerely feel that we all (and ultimately the firm) would benefit from it greatly. **If you do not have the time to read it, please let me know, and I will lend you my copy. You can then read the segments that I have highlighted.** Reading my highlighting will not take you more than 30 minutes.

**To achieve the Vision of a RED CAPITAL GROUP<sup>®</sup> which generates \$200MM in pre-tax NOI by 2012, we will have to do a lot of things better. At the top of the do it better list is customer service!**

*Bill Roberts*  
*June 2005*



# Raving Fans

