



OLD NORTH STATE TRUST, LLC

Where, oh where has my customer service gone?

Is this a question on your mind these days? In this day of drive by service and downloadable access for every need, the idea of old fashioned customer service is becoming a thing of the past. In fact, a recent survey by 24/7 Wall St., in collaboration with research group Zogby Analytics, shows the top 10 companies in the country are now known for poor customer service. To be fair, they also publish a list of the top 10 companies highly rated for service and, in fact, some of these companies are in industries that are not normally known for service, such as Chick-fil-A.

The “Hall of Shame” list is comprised (not surprisingly) of telecom/cable companies and banks. I say not surprisingly because anyone that has ever had to call one of these providers, at one time or another has usually had a not so pleasant experience. Why is that? One theory, at least for the utility type companies is a lack of competition. If clients don’t have a choice of provider, the service doesn’t have to be superior. Some of the companies, such as several of the banks on the list, have received terrible customer service ratings; yet, continue to post huge profit margins quarter after quarter. For most of these companies, this isn’t their first year on the list.

So, why do we, as the buying public continue to allow this phenomenon to continue? Do we believe that our accounts are less valuable than others? Do we believe that we deserve less attention than others? Do we believe that there are no better alternatives? Do we just not feel like dealing with the stress of making changes and talking to automated machines?

I think it’s time to demand more, time to seek out those companies that believe in making customer service more than just a motto. Companies like Old North State Trust, where we make it a priority every day to show that “our passion for service IS our highest mission”. Come in today and let us demonstrate our customer service skills to their fullest potential.

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