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25 WAYS TO IMPROVE CUSTOMER

# LOYALTY AND SATISFACTION

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BRITTANY HODAK

# 1 BE CLEAR ON YOUR TOP CORE VALUES

Even if another business offers a product or service similar to yours, people that identify with your values will automatically consider you more seriously.



# 2 BE HONEST AND TRANSPARENT

Not being transparent almost always leads to disappointment and an unhappy, insulted customer. By being open and honest, you build trust with them instead.

# 3 KEEP TO YOUR WORD

Whether you're dealing with a problem or a question, customers should know you mean what you say, always, and wouldn't lie to make yourself look better.



# 4 UNDERPROMISE AND OVERDELIVER

It's easy for people to remember a bad experience, but if you want them to remember a good one, you can't just be "good." You have to be super.

# 5 BUILD YOUR BRAND'S AUTHORITY

If you're positioned as an expert, your customers will trust that you know what you're doing and will provide consistently great experiences for them.

## 6 PROMOTE YOUR BRAND IN MANY WAYS

Marketing across a variety of channels makes it convenient for customers to find and interact with your brand where they're already active.



## 7 INCLUDE SERVICE IN YOUR BRAND

If you want your brand to stand out, your customer service efforts have to stand out, too. After all, it's the only thing your competitors can't copy.

## 8 MAKE CUSTOMERS FEEL WELCOME

Up to 70% of the average customer's journey is based on how they feel they're being treated, so being welcoming can help encourage them to make a purchase.



## 9 FOLLOW THE PLATINUM RULE

The Platinum Rule says "Treat others the way they want to be treated". Instead of assuming ask customers what they're looking for, what they're happy about, and what you could be doing better.

## 10 ASK FOR THEIR PREFERENCES

Ask customers if they prefer emails, calls. etc. Then, act accordingly. The more convenient their experience, the more likely they are to purchase again.

# 11

## **STREAMLINE YOUR COMMUNICATION**

Being able to reach you quickly is guaranteed to make customers feel heard and valued, both of which makes them happy to stick around.



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## **CUSTOMIZE YOUR COMMUNICATION**

If you want a customer's support, you have to recognize them in return. Even something as small as using their name or referencing a past conversation can make a difference.

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## **DON'T NEGLECT EXISTING CUSTOMERS**

Balance your customer service efforts between new and existing customers. Not only will you retain more of them. You'll also save money in the long run.



# 14

## **BACK UP YOUR EMPLOYEES**

Your employees can only treat customers as well as you treat them. Whatever you promise your customers, provide the same for your team.

# 15

## **KEEP YOUR SERVICE EFFORTS CONSISTENT**

Each employee should provide the same exceptional service. That way, no matter who a customer interacts with, they're guaranteed a positive experience.

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## **BREAK YOUR OWN RULES WHEN NEEDED**

Policies are important, but so is compassion. Sometimes, the best way to serve your customers is to be flexible and understanding.



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## **ALWAYS TALK WITH CUSTOMERS**

Regardless of your role, consistent interaction with customers can give you insights into their experience, allowing you to strategically improve sales in the long run.

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## **BE POSITIVE WITH TOUGH CUSTOMERS**

70% of unhappy customers whose problems are resolved are willing to shop with a business again. Your job is to approach their concern(s) with optimism.



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## **BE OPEN ABOUT YOUR MISTAKES**

Don't get defensive about mistakes or try to hide it from your customers. Instead, take responsibility and explain how you're going to make things right.

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## **ASK CUSTOMERS FOR FEEDBACK**

Ask for feedback throughout your sales process. Then, relay that information to your team, so you can turn those words into actions.

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## ALWAYS ASK FOR TESTIMONIALS

93% of consumers consider reviews before purchasing. So, even if only a percentage of your customers review your product, the return can be huge.



# 22

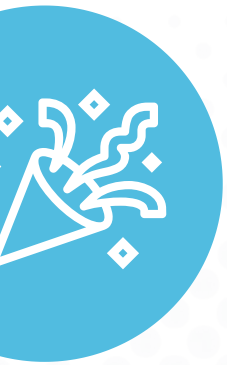
## MAKE THE MOST OF TECHNOLOGY

Using customer service apps not only speeds up the process for your team. It can also allow customers to find answers without having to wait for a reply.

# 23

## PROVIDE ADD-ON VALUE FOR FREE

By providing value on top of what customers pay for, you demonstrate you're not just "in it for the money". You want them to be successful, too.



# 24

## BE SPONTANEOUS & APPRECIATIVE

Spontaneous and genuine "thank you"s to clients can mean a great deal, not to mention help you stand out as a company that truly cares for their patrons.

# 25

## REWARD CUSTOMER LOYALTY

Offering loyalty programs may cost you a little time and energy, but the love – and money – you'll see from your customers is sure to make up for it.



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