



## May 2014 Client Newsletter

Dear Judi,

To grow your business, you need to crank it up. Crank up your marketing, crank up your customer service, crank up your use of mystery shopping results. Read on....

Judi

### CRANK UP THE MARKETING

**Q: I have tried all sorts of things to grow my business, and they all seem to work - for awhile. Then things go back to normal, which is not good. I don't really know what I am doing wrong. Might you have any insights from the other businesses whom you have worked with? - Gerald**

**A:** What works for one business may of course not work for another, but that said, one thing I know is that if you want to take your business to the next level, one thing you have to do is crank up the marketing.

The reason for that is that there are three types of customers: New customers, existing customers, and exiting customers. Customers leave for all sorts of reasons - habits change, they move, they found someone better or more convenient or cheaper - whatever the reason, they leave. It happens. The purpose of marketing is to keep the customer pipeline open so that there are always new customers coming in to replenish those that leave.

What I suggest is that you not try just one marketing idea, but actually test several new ideas, all at once. It will take bandwidth on your part, yes, but it need not cost a fortune, and the benefit is that you will discover what works. Then you can take the top producing ideas, implement them full time, and use them again and again.

For complete article, [click here.](#)

By Steven Strauss

### CRANK UP THE CUSTOMER SERVICE

#### 3 Tips to Use Social Media for Exceptional Customer Service

A few weekends ago, a certain fast food restaurant upset me. At the core of my frustration was a miscommunication between the menu pricing and the total rung up at the register. After feuding with the employee for a good two minutes, I paid the bill and went on with my day - until I logged on to Twitter.

#### In This Issue

[Crank Up the Marketing](#)

[Crank Up the Customer Service](#)

[Crank Up the Ways You Use Mystery Shopping](#)

[Upcoming Events](#)

I immediately tweeted at the company's Twitter account relaying my vexation with its menu's vague messaging. Despite my 140-character attempt to address the issue, I received no response. This is an example of poor, modern-day customer service.

The birth of social media has given businesses of all kinds a unique opportunity to improve their relationship with consumers. Long gone are the days of hand-written complaints and private 1-800 phone calls. People flock Facebook, Twitter and the like to vocalize their complaints, read by countless online consumers.

To help combat instances like mine and leverage your social media presence for exceptional customer service, here are 3 ways to turn your social media accounts into contemporary customer service stations.

For complete article, [click here.](#)

By Anum Hussain

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## CRANK UP THE WAYS YOU USE MYSTERY SHOPPING

This is how Bank of Bennington uses their mystery shopping results to grow their business through enhanced customer service.

*We use the shop information several ways. First, on an employee level for training and performance. Positive or negative, there is always something to take from it and training or discipline if necessary. Second, we use it on a branch level for reinforcing positive outcomes - all employees receive 100% etc. Finally, the entire results are calculated and used toward our Key Performance Indicator for Service Culture score and count towards our bonus calculations. The higher the two scores on the shops, plus a customer survey we do, the higher the value of that portion of the KPI.*

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### Upcoming Events:

The Merlien Institute's "Market Research in the Mobile World North America" conference on May 27-30 in Chicago. For more information, [click here.](#)

The Council of American Survey Research Organizations - **Technology & Innovation Event** on May 28-29 in Chicago. For more information, [click here.](#)

The Marketing Research Association's **Insights and Strategies Conference** on June 4-6 in Chicago. For more information, [click here.](#)

The Marketing Research and Intelligence Association - "**Dig Deep and Discover**" conference on June 8-10 in Saskatoon, Saskatchewan. For more information, [click here.](#)

The American Marketing Association - **Advanced Research Techniques Forum** on June 22-25 in Santa Fe, NM. For more information, [click here.](#)

IIR's "**Shopper Insights in Action**" conference on July 14-16 in Chicago. For more information, [click here](#).

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