



## July 2014 Client Newsletter

Dear Judi,

It took me a few years to really appreciate that my customers are much more important than my prospects. After all, their loyalty keeps their revenues coming - year after year. That's why I love these two articles, especially the 2nd one by Chris Halvorson who writes a weekly blog for Customer Perspectives. Go Chris!

Judi

### **The Power of Customer Loyalty**

Which customers are most profitable for you and what marketing tactics work best to attract them and encourage customer loyalty? In a recent survey, Huzzah Media found there's a big gap between what marketing methods small business owners use and the ones they'd like to use if money were no object.

By far the top way small business owners engage with customers is their websites, cited by more than 80 percent of entrepreneurs. Next is the Yellow Pages, cited by more than 65 percent, followed by social media, used by nearly 55 percent.

For complete article, [click here](#)

By Rieva Lesonsky / Growing Your Business

### **Be There, Always, For Your Customers**

I love my mechanic.

Don't get me wrong, there's nothing romantic about our relationship. But if you, he, and I were in a lifeboat with only room for two people, I'd hang on tight if I were you.

Why? Because he is always there for me. I mean *always*. Like the time my car wouldn't start because I left the door ajar and the battery died; he made a house call the same day to jump start it. Or the times-more than once-when my car died far from home and he drove several hours to tow it back and fix it. And, as of this very moment, he's fixing a car of ours that others had pronounced Dead on Arrival. I've called this guy countless times simply to ask his advice about vehicles.

It's not a one-way street, of course. Over the years, I have probably spent many thousands of dollars at his garage, and have bought most of my cars from him. I have joked that I helped send his son through college; it's probably not a joke.

But he's honest, and I know he'll never overcharge me for service work. When I

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buy a car from him, I know he'll stand behind it. The few times one of those cars had problems, he took care of it at no or reduced cost, even if the car was past the usual 60 or 90-day warranty period.

*Why* does he do it? Probably because I'm a good customer and he wants to keep me coming back. I can't count the number of times I have recommended him to friends. It's a small community. He probably knows his competitors personally and knows how people talk. He's a smart man, and he knows the value of customer service that goes above and beyond. In the words of an old saying, slightly paraphrased: Keep your friends close. And your customers closer.

**By Chris Halvorson**

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## **Additional Ways to Use Your Mystery Shopping Reports:**

### **To Assess Store/Branch Manager Performance**

1. Using quantifiable reports, some clients incorporate the reports into their management review and bonus system. Standards are set for minimal and exemplary performance. *Customer Perspectives* recommends involving managers in the creation of management standards. We will help you create a form that can be used in this manner.
  2. Some regional managers have a friendly competition going between regions, using quantifiable reports. At the end of the year, the losing regional manager takes the winner out to lunch.
  3. An Operations Manager identified one retail location that had an unexplained decrease in sales. He asked *Customer Perspectives* to shop the store ten times in one month. When the first 3 - 4 reports indicated poor service delivery, the Operations Manager reviewed the reports with the store manager, making sure he was aware of the problems identified by the reports. Shops are now completed on all 18 locations on a regular basis to ensure that excellent customer service remains a high priority in all the stores.
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## **Upcoming Events:**

The International Quality and Productivity Center's **Leveraging Analytics for Customer and Business Value Creation Summit** on July 28-30 in San Francisco. For more info, [click here](#).

Marcus Evans will host a conference, themed "**Consumer Insights and Analytics**", on Sept 10-12 in Amsterdam. For more information, [click here](#).

The Marketing Research Association, Quirk's and the Market Research Executive Board will host the **Corporate Researchers Conference** on Sept 17-19 in Chicago. For more information, [click here](#).

Strategy Institute will hold a conference, titled "**Customer Experience Strategies Summit**" on Sept 24-25 in New York. For more information, [click here](#).

IIR will hold its **North American Consumer Insights Event** on Sept 29 - Oct 1

in Toronto. For more information, [click here.](#)

**The Council of American Survey Research Organizations** will hold its annual conference on Sept 29 - Oct 2 in Denver. For more information, [click here.](#)

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