



May 2015 Client Newsletter

Dear Judi,

Since a highly satisfied customer is six times more likely to repurchase, refer and cross-buy than a merely satisfied one, you can't afford not to keep reading about ways to WOW your customers. These two articles show 5 ways and 3 tips.

Judi

5 Ways to Make Your Customers Fall In Love With You

1. **Start by giving.** If you wish that your customers love doing business with you, you have to start by giving them the love they deserve.
2. **Listen to your customers.** Understand who your customers are and what matters to them. Co-create. Don't be afraid to ask for their opinion; they will be flattered, not annoyed.
3. **Strive to make your customers' lives better.** Making your customers' lives easier and happier doesn't just apply to the things you sell to them. It lies in the little things that makes them feel special.
4. **Be consistent.** Delivering customer happiness should become a culture, not just a marketing campaign. With consistency in delivering customer happiness you develop trust, with trust you nurture love.
5. **Show that you care.** Don't make excuses when a customer gives you feedback. Apologize when you make mistakes and correct the wrong. Train your front line employees to take care of your customers' needs and issues.

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

By Customer Guru

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3 Tips to Delivering Good, Old Fashioned Customer Service

Running a business is nonstop... but if you're already running one, you don't need me to tell you that. What you may need, however, is refresher on good, old fashioned customer care.

Between the latest apps that are best for your business and consumers making product decisions with only a few simple clicks on their Smartphones, computers or iPads, customer care simply isn't what it use to be. The challenge to simply get customer attention has changed as a result of our fast-paced, 21st century lifestyle - but that doesn't mean we can't care for our customers the way our parents, grandparents and generations past have enjoyed.

To start, consider the kind of business owner you believe yourself to be. Are you a veteran in your industry, delivering results based on expert experience, care and proven results? Or are you an up and coming entrepreneur looking to re-invent the wheel, so to speak? Possibly you stand somewhere in between these two types of business owners, having settled comfortably in doing okay at what you do, but not being the best in your market?

No matter who you identify yourself to be, it's easy to get lost in the chaos of running your business and letting customer care slip away from your priority list. Keeping this in mind, consider how you can change this... and do so with sales, customer retention and overall business strength as your goal.

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

By Nicoel Leinbach-Reyhle

Customer Retention Facts:

A highly satisfied customer is six times more likely to repurchase, refer and cross-buy than a satisfied one.

Upcoming Events:

The New England Chapter of the Marketing Research Association spring conference will be held on May 28 in Waltham, MA. For more information, [click here.](#)

Satmetrix's "**Customer Experience Passion 2015**" conference will be held on June 1-5 in San Diego. For more information, [click here.](#)

The Marketing Research Association's **Insights and Strategies Conference** will be held on June 3-5 in San Diego. For more information, [click here.](#)

The American Marketing Association's **Marketing and Public Policy Conference** will be held on June 4-6 in Washington, DC. For more information, [click here.](#)

The Predictive Analytics World for business conference will be held on June 8-11 in Chicago. For more information, [click here.](#)

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