



July 2015 Client Newsletter

Dear Judi,

Providing consistently superior customer service is a revenue generator and a key way to differentiate you from your competitors. That is why this newsletter focuses on customer support.

Judi

The Importance of Customer Support

Customer support used to be an afterthought. Now, support has become a standard component of the product package, and is an area in which companies can, and do, distinguish themselves from their competition. Providing consistent, superior customer support experiences is an optimal way to increase customer loyalty - and increase revenue.

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

By Rachel Miller

Getting All Call Centers to Work to Your Advantage

Here are a few simple suggestions to reduce or eliminate the most common complaints:

- Whether a person or a machine answers the phone, make the customers feel like you're really glad they called.
- Don't ask for any more information than you really need.
- Don't make customers give you the same information more than once (My health insurance wants my policy number three times on most calls!).
- When customers are holding, play soothing, pleasant music. Admittedly some market segments have different tastes, and it's hard to please everyone. Even so, the better stores (e.g., Neiman Marcus, Nordstrom, etc.) and restaurants tend to play soft classical music, as they've found customers stay longer and spend more.
- Provide customers on hold with realistic estimated wait times every few minutes to give them some idea how much longer. Don't use this as an opportunity to annoy them with commercials about how good you are. If you're really that good, they wouldn't be holding!
- Minimize wait times.

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Yes, patience is a virtue, and many of us lack it. If your system is designed so that only the most patient can endure it, you will find yourself serving a much smaller market than you otherwise could.

None of this is rocket science, yet it requires real thought and perhaps some testing to ensure our customers have as pleasant an experience as possible, even when they're angry. Good customer reps know that handling such a customer well could make the next sale. If you think of your own experiences calling into other companies, the things that annoyed you probably annoy your customers as well. Likewise, the things that please you will probably please them. Treat them as you would like to be treated.

The golden rule applies, especially here. Don't think that since they've already bought, they're stuck with whatever service you give them, unless you want future sales to decrease. Remember you're trying to sell the next one; don't send them to your competitors.

Yes, this costs money, but it's a lot cheaper to keep your customers than to keep finding new ones.

If you haven't done so, go ahead and call the various numbers your customers call into and see what you find. You have nothing to lose and possibly a lot to gain.

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

By Ronald J. Bourque
NH Business Review

Call Center Support

Considering that all businesses have set their goals on increasing their revenues, keeping pace with the newest trends is vital. While situating the target market in the core of the business' operation, providing enhanced customer service plays a significant role in the entire picture.

According to Fonolo, 80% of consumers prefer talking to customer service representatives over the phone, which poses a financial challenge to businesses because such support is expensive to provide, much less sustain.

However, there's no way around it. Besides, if great phone support is able to drive more sales, it makes it easier for potential customers to inquire about a particular product or service. Investing in call center capabilities - whether it's of the in-house or the outsourced kind - will be well worth it.

The first step in this strategy is to decide whether it's more practical to build an in-house team of call center personnel or outsource the services to call center providers. Knowing which one is more appropriate and beneficial entails thorough research and identification of goals.

By Infinity Contact

What Telephone Mystery Shops Revealed

Highlights from the 2015 Annual Franchise Development Report:

- Only 22% of businesses had a sales staff member available for their crucial first call.
- 12% of sales staff never returned the call!
- Less than half of sales employees took a phone number or presented next steps.
- Only 18% had qualified experience.

The takeaway is - if your company gets a phone call, have a process that everyone agrees to do and be sure that process is always followed.

Customer Retention Facts:

Few companies are aware of the impact that each customer interaction has on that customers' level of loyalty and few companies have allocated resources to improve their staff's interpersonal skills.

Upcoming Events:

The Management Roundtable' conference themed "**Summer Camp 2015: Positive Digital Strategy**" will be held on Aug 5-7 in Colorado Springs. For complete information, [click here](#).

AMA's **Summer Marketing Educator's Conference** will be held on Aug 14-16 in Chicago. For more information, [click here](#).

AMA's **Annual Marketing Research Conference** will be held on Sept. 27-29 in Austin. For more information, [click here](#).

Richmond Event's conference "**The Market Insight Forum**" will be held Oct 8th in New York City. For more information, [click here](#).

MSPA North America's **Customer Experience Conference** will be held Oct 13-15 in Los Angeles. For more information, [click here](#).

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