



August 2015 Client Newsletter

Dear Judi,

Satisfying a customer is no longer enough. You must be able to do something unique that makes customers loyal to you. This not only includes customer satisfaction but also emotional responses that keep customers coming back to you. Below are three good articles on building customer loyalty.

Judi

Building Customer Loyalty - What You Need to Know

1. Let your customers know what you are doing for them

You will only build customer loyalty when you let your customers know what you are doing for them. If you don't tell them, then they will never know. For instance, if a customer has not received the product that he/she bought from your company may be due to shipment delays, you should make a phone call to explain to the customer what you are doing to ensure that he/she get the purchase.

Customers are always loyal to companies or businesses that care about them. Therefore if you show your customers that you really care about them and you have their best interest at heart, you won't even know how they became loyal to you. This can only be achieved in you let your customers know what you are doing for them.

2. Build credibility

Credibility is very important when it comes to building customer loyalty. There are two easy ways of building credibility. First, do what you promised your customers. For instance, if you leave a message to call a customer back or if you make a commitment to follow up on certain issue, you need to ensure that you stand by your word. Even if you don't have all the answers that the customer is looking for, just call back if you had promised.

The second way to build credibility is to take time to get the best answer. Sometimes you may not know the best response to a situation or request. When you are faced with such a scenario, ask for time to research and look for most accurate answer or information that you can obtain. Taking more time for accuracy can be more beneficial to your customer than a quick but incorrect reply.

3. Great customer service

Your customers will always come back to you if you provided or gave them great service that they have not experienced elsewhere. It is therefore very important to always try to go an extra mile so as to meet your customers' needs and concerns. Remember that each customer has his/her own unique

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circumstance and individual needs .You must therefore be able to solve each customer needs uniquely and that can only be possible if you have flexible customer policies.

4. Understand your customer expectations

For most companies and businesses, understanding customer expectations is very difficult. You must know that customer desires and needs change with time. What is satisfying them now will probably not satisfy them in future. You will be able to build customer loyalty if you are able to evaluate and predict what your customer will want in future and work towards achieving it. You will only be able to do this if you communicate with your customers frequently and also by asking them directly what they want and what modification they would like see done on the product so as to make it better. You not only need to know what your customers want from your product and service but you also need to know how they want their product and service and what your competitor is doing or promising.

5. Open communication

Creating a database of your customers contact information and communicating with them on a regular basis can play a big role in building customer loyalty. It doesn't always have to be a sales call, even a holiday greeting can go a long way in building customer loyalty. In addition, human communication has more positive effect and influence than automated communication such as use of email and recorded messages on customer hotline. Customer tend respond well when they know that they are talking to a real person and loyalty builds for every good experience that a customer has with your business.

6. Customer rewards

An incentive program for loyal customers will not only help to attract repeat sales, it also makes customers to know that you actually care and appreciate them. You don't have to spend fortunes to show your customers that you actually care about them. Use your creativity to come up with interesting incentives that you can reward your customers with so as to show that you really value them.

7. Hold to your values

Credibility and transparency are very important values that customers look for in any business. You need to hold on to your values. If you make a mistake, admit and apologize instead of trying to cover it up. This will go a long way in building customer trust. Train your staff on company's values and make policies based on them so that everyone working in the company operates with the same plan. You need to empower your employees so that they can be able to make decisions that will allow them turn a bad experience into a good one immediately. Don't create many obstacles that can frustrate employees from being productive.

8. Exceed customer expectations

Once you know what your customers expect, you should always work towards exceeding their expectations. Customers like surprises and if you can able to surprise with new product and service, then they will stick with you. You also need to offer unique services that they have never experienced before. If you do that customers will always be looking forward to purchase from you because they know that you offer quality services that even exceed their expectations.

In conclusion, inspiring customer loyalty takes effort and well-designed process to get results. By following the tips provided above for building customer loyalty,

you will be to build a strong customer loyalty and trust.

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

By Amy Clark

If you don't, someone else will ... the key to customer loyalty

The world has gone into hyper-drive as far as globalization and competitiveness is concerned.

Businesses that were traditionally 'protected' by geography or professional qualifications, are learning very quickly that the old barriers are breaking down on an almost daily basis, and there is a high level of concern about what they can do to deal with this.

Here's my suggestion:

- The 'old world' was about marketing and distribution
- The 'new world' is about reputation, referrals and consistent excellence

So, what can you do to get a great reputation, referrals and consistent excellence, and, more importantly, do it before someone else on the other side of the world (or even on the other side of town), pulls the rug out from under your feet before you've got around to it?

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

By Guy Arnold

The Six Stages of World-Class Customer Service

Customer loyalty may seem like a myth from the distant past. In these days of intense competition - both from brick-and-mortar businesses and e-commerce operations - a company either provides quality customer service or pays the price of failure.

That's simply because today's customers demand it. If they don't get the service they want from you, they know they can take their business elsewhere. And potential new customers are comparing you service with your competitors. So where do you start when you want to bolster your efforts to keep customers happy?

First, set up an executive task force with the power to make changes. Let you staff know about the task force and how important customer service is to you. This tells them that your company is committed to the project. Then, roll up your sleeves and get to work.

Here are six stages to more successful customer relations.

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

By Biz Actions

Customer Retention Facts:

- American companies typically view the loss of a customer as the loss of a single transaction or product rather than the lifetime cost to the loss of a customer.
- There is a consistent and positive correlation between the customer retention rate and the employee retention rate.

Upcoming Events:

The Strategy Institute's **Digital Customer Experience Strategies Summit** will be held in Chicago September 23-24. 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.](#)

The MRA's **Corporate Research Conference** will be held October 5-7 in St. Louis. 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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