



## September 2012 Client Newsletter

**Dear Judi,**

Seventy percent of consumers are willing to spend an average of 13% more with companies that provide excellent customer service! Doesn't it make sense then, for you to focus on the profitability of enhancing your customer service? Read some recent articles on making this happen.

Judi

### 8 Ways to Build Customer Loyalty

Customer loyalty is the key to profitability. The reason is simple. It costs more-geometrically more-to acquire a new customer than to keep a current one.

Without customer loyalty, customers leave. Then you can end up sacrificing as much as a third of your sales year just to get your numbers back to where they were the previous year. Ouch.

With that in mind, did you ever wonder how top salespeople keep their customers so loyal? It's not because they have great products or they're good at schmoozing. The secret to customer loyalty lies in putting the interests of the customer ahead of your own. It's really that simple. Here are eight rules for making this happen:

1. Have a sales philosophy that emphasizes relationship building.
2. Define a unique niche and become the customer's expert on it.
3. Help the customer build the customer's own business.
4. Translate what you offer into the customer's business results.
5. Value the relationship more than making your quota.
6. Think end-of-time friendships, not end-of-month totals.
7. Achieve a perfect job of delivering what you've promised.
8. Provide absolutely impeccable service after the sale.

By Geoffrey James

### Is Your Customer Service Sabotaging Sales?

It doesn't take a genius to figure out that when the cost to acquire customers (CAC) exceeds the lifetime value of the customer (LTV) the business model is doomed to fail. However, the simple arithmetic (LTV-CAC) can get pretty complicated if you throw in the wildcard of customer retention.

Have you ever received one of those offers from a bank enticing you with extra cash if you open up an account with them? Well, we did and

#### In This Issue

[8 Ways to Build  
Customer Loyalty](#)

[Customer Service  
Sabotaging Sales?](#)

[Customer Loyalty in  
10 ft and 10 sec](#)

[Upcoming Events](#)

decided to open two accounts with Wells Fargo. What the heck, it was free money.

Sure enough, within three months, there was a \$50 deposit in each account. The bank invested \$100 to acquire the two of us as their customers.

Later we discovered a charge for a line of credit to which we never agreed. Mystified, we asked our assistant to call customer service. The representative refused to talk to her and said that he must speak only to the account holder. Hey, he's protecting us, right?

For complete article, [click here](#)

By Mary Goodman and Rich Russakoff

## **How One Brand Builds Customer Loyalty in 10 Feet and 10 Seconds**

Walk into any one of AT&T's 2,400 retail locations and it's likely that you will be greeted within ten feet and ten seconds of entering the store. "How and when you're greeted is very deliberate. A business can achieve extraordinary success by doing a lot of little things well," according to Paul Roth, AT&T's president of retail sales and service.

I like to revisit the story of AT&T Retail from time to time to see how Roth is doing in his mission to transform the brand into one of America's premier retailers. In a recent conversation with Roth, he said that the number one driver of a customer's overall satisfaction with a brand is the relationship a customer has with the sales associate, or employee. Yes, even more important than store design, hours of operation, or lay-out. That's why greetings matter.

For complete article, [click here](#)

**By Carmine Gallo**  
**Forbes**

## **Upcoming Events:**

**Corporate Researchers Conference** - Sept. 19-21 in Dallas. For more info [click here](#)

**AMA Marketing Research Conference** - Oct. 1-3 in Las Vegas. For more info [click here](#)

**CASRO Annual Conference** - Oct. 8-11 in Scottsdale, AZ. For more info [click here](#)

**Questionnaire Design and Use Workshop** - Oct. 18-19 in Minneapolis. For more info [click here](#)

**Research & Results** - Oct. 24-25 in Munich, Germany. For more info [click here](#)

**International Shopper Insights in Action** - Oct. 24-26 in the

Netherlands. For more info [click here](#)

We love referrals....  
please tell your friends and colleagues about the mystery shopping  
services of Customer Perspectives by clicking on the share link below  
[www.CustomerPerspectives.com](http://www.CustomerPerspectives.com)



[Back to top](#)

[Forward email](#)



This email was sent to [judi@customerperspectives.com](mailto:judi@customerperspectives.com) by [judi@customerperspectives.com](mailto:judi@customerperspectives.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Customer Perspectives | 213 West River Road | Hooksett | NH | 03106