



March 2015 Client Newsletter

Dear Judi,

Whether you take the customer service pledge below or make up your own, the important thing is to have and use one. The commitment to great service must come from the top down and having a customer service pledge that everyone in your company subscribes to is a good way to do that. See also the article on 5 innovative customer service ideas.

Judi

The Pledge



1. **Reliability** - Our customers can believe that our products and services will meet their standards. Our customers can unconsciously trust us.
2. **Credibility** - We will strive to maintain a positive reputation with our customers and employees. We will do what we say we will do.
3. **Competence** - We will take the time to properly train our employees to ensure they are fully knowledgeable about our products and or services. We also provide basic customer service skills training to all employees - especially those who interact with customers on a daily basis.
4. **Accessibility** - Our customers can easily reach and communicate with us - whether that be via phone, face-to-face, web chat, email or SMS text. If we have brick and mortar locations, we will utilize customer friendly signage to allow for quick locating and retrieval of our products. Our website will be customer friendly - easy to navigate and free of industry jargon.
5. **Responsiveness** - We are serious about responding to customer inquiries, requests and complaints. We will set time standards for responding to customer emails, chat requests and especially customer complaints. In addition, we will proactively provide updates and progress reports when working on projects. We will develop update criteria with the customer - # of updates, frequency and method.
6. **Courtesy** - We will remember and exercise the principle that everyone, customers and employees, deserves a measure of respect. We will courteously acknowledge our customers presence - via whatever method they choose to engage with us. When customers are angry, we will remain courteous to ensure that we do all we can to resolve the issue and retain their business.
7. **Consistency** - We will strive to consistently apply the aforementioned six keys as our ability to do so day in and day out, month after month,

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year after year is what will make us great at providing an excellent customer experience.

Errol Allen Consulting

5 Innovative Customer Service Ideas

There are many customer service ideas that you should embrace for you to make your organization popular. Remember after creating trust in your customers you will be assured great profits because each season customers will be flocking your organization for services who will turn out to making your organization register great profits.

Most customers will tend to decide on a given company basing on the response that they received from customer care services because it is through customer care services that they will be able to judge the company in many aspects. For instance a customer care service where customers will receive urgent attendance of their needs and access correct answers to their disturbing questions they will end up trusting to company more which will lead to great prosperity of the organization.

Here are 5 innovative customer service ideas that you can employ for the success of your organization:

1. Carry out surveys to know the opinion of the customers about your organization

This is the best way for you to be able to know what the customers are saying about your brand .This will make you improve in case you are not perfect. You can also learn from the surveys about the drawbacks that your brand has so that you will be able to improve .After improving your brand you will lead where your competitors will work for long before they can offer you any significant competition.

2. Improve customer interaction in your organization

This is one way that you can use customer service ideas to ensure prosperity of your organization .In it easy for the customers to work with you where you will develop different systems that will enable the customer reach you such as using different software that will enhance your interaction with the customers.

3. Use text messages to communicate to your customers

In making use of text messages you will have employed one of the innovative customer service ideas. There are cases for example when you may like to announce a promotion to your customers .In such a case sending a text message to your regular customers will lead them to informing others which will lead your business to achieving more. Thorough text messages you will also achieve in announcing promotions and be able to know about the opinion of the customers easily. Due to the fact that many customers nowadays have cell phones the method is very effective.

4. Use social media to communicate to customers

Many people nowadays use social media .For you to easily access your customers when making changes in your organization you can make use of the

social media for you to achieve more. Moreover in making use of social media you will be charged a small amount of money for you to reach a lot of people which is unlike a case of making use of other means of communication.

5. Encourage good customer relationship in your organization

In this culture you should ensure customers are given high priority in your organization. This will lead many people to developing interest and trust in your services or products which will lead your organization to achieving great as one of the best organization in embracing the best customer service ideas.

by Amy Clark, [i want it now](#)

Customer Retention Fact:

Few customers leave solely because of price. The root cause is a series of four to five negative events. Sixty-eight percent of customers leave because of a perceived indifference exhibited by someone at the company.

Upcoming Events:

Worldwide Business Research's conference, "**Next Generation Customer Experience**" will be held March 23-25 in San Diego. For more information, [click here.](#)

Strategy Institute's "**Customer Experience Strategies Summit**" conference will be held March 25-26 in Toronto. For complete information, [click here.](#)

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