



Special Report

Seven Strategies to Turn Your Customer Service into CASH

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How do you know if your customer service is costing you money? It should make you money if you focus on the aspects of customer service that will create more Raving Fans. Now is the time to set yourself apart from the competition by optimizing your customer service experience. In this Special Report, I have identified seven strategies to help you turn your customer service into cash.

1. **Customer Service Mindset.** It all starts HERE. According to a recent study, 80% of executives believe they offer a superior customer service experience but only 8% of customers agree. Ouch! Customers want to be acknowledged, appreciated and valued more than ever before. They have more options than ever before. They no longer just buy products, but the customer service experience associated with that product. Having a customer service mindset means you understand the needs of customers today and want to optimize the experience they have when they do business with you.
2. **Strategy** – Okay, so you have the mindset, right? “What’s next?” you ask. A strategy that will allow you to create a customer service plan that identifies the opportunities to “wow” your customers. Many business owners believe that they are meeting the needs of their customers by tweaking this and that. It’s a good start but it will only get you so far. Let’s take it to the next level and develop a plan you and your staff can get behind.
3. **Culturize your Customer Service** – It starts with YOU. As a small business owner, you set the tone for what is important in your company. Strengthen your business by acknowledging the importance of the customer service experience with your staff, from the front liners to those in the back office. Customers will notice it and will begin the word-of-mouth marketing (FREE advertising) you want them to do.
4. **Accelerate Word-of-Mouth Marketing** – FREE is for me, how about you? Focus your marketing dollars on developing your outside sales force – your customers. The better the customer service experience, the more word-of-mouth marketing for you. But this won’t happen until you have developed an outstanding, unprecedented, unbelievable customer service experience.

5. **Raise your Customers UP the Loyalty Ladder** – Do you know your customer attrition and retention rates? Your retention alone has a huge impact on your bottom line. A recent study showed that a 5% increase in retention can improve a company's profitability by 75%. You want your customers promoting your company AND want them coming back over and over again. Loyal customers buy more, refer your business, and are open to new products.
6. **Turn up the Customer Conversation** - You want your customers talking ABOUT you, not talking about YOU. It's a two-way conversation and you don't want to miss out. Engaging them with your business whether in your store, online, and/or through social media outlets will help you keep up on the pulse of your customer service experience. Customers also want to hear from you about your latest products, industry updates, current sales or promotions. Staying in the conversation will set you apart from the competition.
7. **Staff and Train your Customer Service Ambassadors** - Too often, employees are hired out of expediency instead of being a good fit for your customer service culture. A bad apple can spoil the whole bunch. Elevate the hiring experience and look for those customer service superstars. You can't afford not to. Believe that your staff wants to be part of the solution and engage them in improving the customer service experience. Consistent training, feedback and role playing will reinforce the customer service culture you want to build.

We've taken a look at the Seven Strategies to Turn Your Customer Service into CASH. If you are ready to make more sales, attract more customers and have more fun, contact me for a **FREE 30-Minute Consultation** so we can you started **TODAY**.

Call Norma at **(480) 694-6940** or visit our website at www.captivatedcustomers.com

