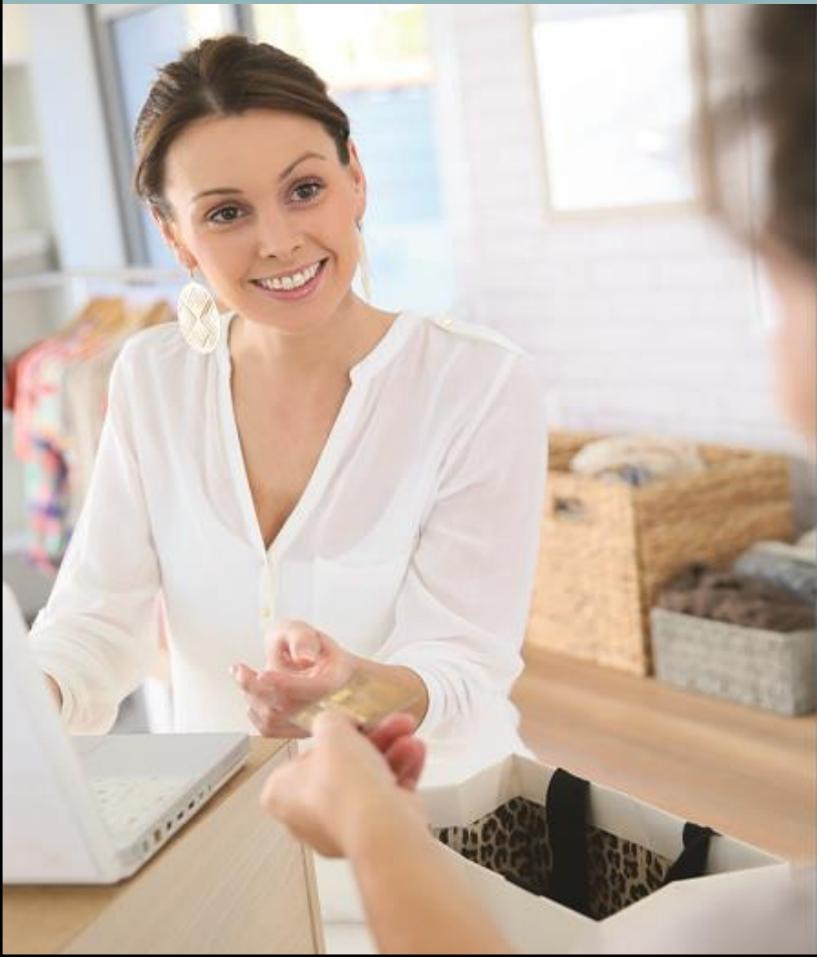


THE CUSTOMER CONNECTION

Understanding the Importance of Effective Customer Service



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**“Someone calling themselves
a customer says they want
something called service.”**

What is customer service?

a series of activities
designed to enhance customer satisfaction

+

the feeling that a product/service
has met or exceeded
the *CUSTOMER EXPECTATION*

***NOT** Customer Service*

- ❖ *Nobody spoke to us or tried to help us while we were there.*
- ❖ *The floors were dirty and needed sweeping.*
- ❖ *Some workers were very friendly and greeted us with a smile but some workers ignored us.*
- ❖ *The woman at the checkout was joking with her friend instead of attending me.*
- ❖ *Every time I visit the staff is very rude to me.*
- ❖ *The parking is very tight and hard to get in and out of.*
- ❖ *The employees were not polite and not pleasantly dressed.*
- ❖ *They need to work on presenting their products.*

Customer Loyalty Statistics

- 78% of consumers are not loyal to a particular brand ([Nielsen](#))
- 61% of Americans switch brands due to price ([Nielsen](#))
- Female consumers (68%) are more loyal to brands than males (55%) ([Analytic Partners](#))
- 70% of customers cite **poor customer service** as a reason for not buying from a brand ([McKinsey](#))
- 85% of consumers say companies could have recognized & rewarded them for doing business with them ([Accenture](#))

- ❖ 61% of retailers cite customer retention as their biggest challenge ([Retail Systems Research](#))
- ❖ 80% of shoppers would switch stores when offered a compelling promotion ([Market Track](#))
- ❖ **70% said they would remain loyal to certain retailers because of good customer service** ([PriceGrabber](#))
- ❖ 55% are willing to pay extra for products and services from companies that are committed to positive social and environmental impact ([Nielsen](#))
- ❖ 73% of consumers would recommend a restaurant more if it offered an appealing rewards program ([Loyalty](#))

Prepare for Great Customer Service

- ❖ Consistent hours
- ❖ Meet and Greet
- ❖ Loyalty program
- ❖ Sell your best features
- ❖ Know your customers
- ❖ Lighting is a must
- ❖ Make parking easy
- ❖ Signage
- ❖ Be eye-catching
- ❖ Be open to change

Improve Your Business in 30 Days

(without spending a lot of money)

Loyalty Program

Answer The Phone

Listen To Your Customers

Deal With Complaints

Empowerment

Be Helpful

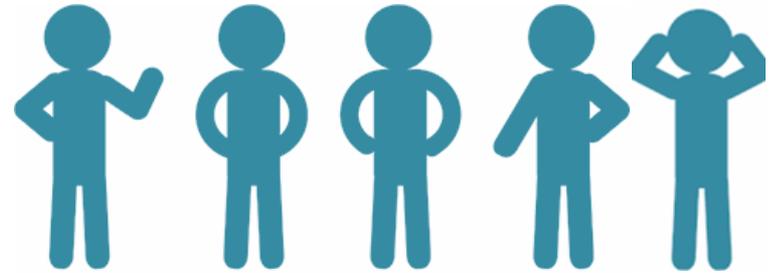
Train Your Staff

Communicate

Loyalty



10X



A loyal customer is worth up to 10 times their first purchase.



- ***Finding a new customer is 6-7x more expensive than keeping a current one!***

How to build loyalty

- ❖ **Fix Problems:** Resolve complaints in the customer's favor - 70% of the time, they will do business with you again
- ❖ **Treat Them Right:** 70% of buying experiences are based on how the customer feels they're being treated
- ❖ **Be Personal:** Ask for and use the customer's name
- ❖ **Take their call!** In the last year, 67% of customers have hung up because they could not talk to a real person

Wow Your Customers

Always do more than is required of you.

If you wow me, I will talk about it and share it.

Well done is better than well said.

Don't make promises unless you WILL keep them.

***A customer is
the most important visitor on our premises.***

***He is not dependent on us;
we are dependent on him.***

***He is not an interruption in our work;
he is the purpose of it.***

***We are not doing him a favor by serving him;
he is doing us a favor allowing us to serve him.***

Gandhi