

Make your customer feel special

Keeping customers happy

Issue 23

1st Aug 09

Seeking Advice?

At InterAlliance Group Services we assist our valuable SME clients in business development by offering our business advisory services.

We offer Business Advisory, IT and Outsourcing services leading to development of small and medium size businesses.

Contact us and we will assist you in bringing success to your business.

InterAlliance Group Services



Email: info@interalliancegroup.com

Web: www.interalliancegroup.com

Tel (UK): 0208 - 133 - 4678

Tel (US): 0360 - 566 - 2737

Tel (INDIA) : 0172 267 3601



this issue

Basics of customer service and making them feel you do care about them.

InterAlliance Group Services

www.interalliancegroup.com

What extra you can do for your customers

Customers are life of every business. Knowing your customers, their needs and complaints is very essential to offer a quality customer service. Businesses lose their key customers when:-

- Either the product/service is not up to the expectation of customers,
- There is increment in price without genuine justification,
- Poor customer service is offered,
- Customers' complaints remain unheard.

Successful are those businesses which listen to customers' complaints and offer a quick solution and make customers feel they are special for the business.

Few key steps can help you to retain your customers for a longer period :

- Get regular feedback from your customers.
- Involve your customers in product/service improvement programs.
- Know the reasons causing unhappiness and dissatisfaction among your customers.
- Share these reasons with your employees to make everyone aware of bad impacts of any individual behaviour making your customers unhappy.
- If there is any mistake at your end, apologise sincerely, fix the issue asap, offer something extra to your customer and finally get feedback and follow-up.
- Do bit extra for your customers and make them feel special. This will lead to creation of loyal customers.
- Treat your loyal customers with special deals, gift vouchers or discounts on occasional basis.
- Finally treat your customers as human beings, respect them, greet them with smile and understand their requirements.

If you are seeking more assistance on customer service, feel free to contact us at info@interalliancegroup.com and we will be happy to assist you.