

Happy Customers Are Your Best Marketing!

**Sales
and
Marketing**

+

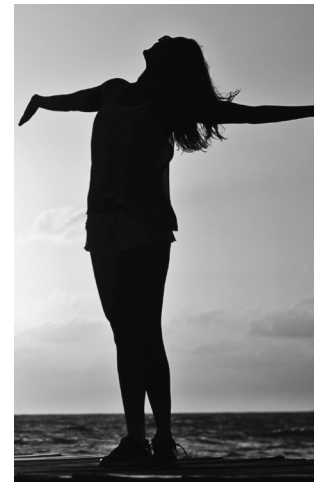
**Customer
Service**

+

**Web Site
User
Experience**

=

**Customer
Experience**



How clients feel about your business shows up on your bottom line. Delight clients with a great product and happy employees.

Connect on the Web, then Personally
“Customer experience is the last source of sustainable differentiation and the new competitive battleground.”

Tiffani Bova, Vice President Gartner Research

DeepSky

MARKETING

Express Who You Are
and How You Help

Walker: Customer experience will overtake price and product as the key brand differentiator by the year 2020.

McKinsey: 70% of buying experiences are based on how the customer feels they are being treated.

Defaqto Research: 55% of consumers would pay more for a better customer experience.

Gartner: By 2018, more than 50% of organizations will implement significant changes to improve customer experience.

Serve Your Customers Throughout Their Journey



This checklist is about *what* to do to get repeat business, referrals and good reviews for your business. Just as important is *how* to go about these tasks. Each is vital for success.

1 Prioritize Happiness

Most relationships operate at the level of the least happy person. Make sure your business is about making people happy. This includes your clients, your workers and you.

2 Have a Plan to Delight

Make sure your clients get the most out of your product or service. Like sales and marketing, this crucial step toward customer satisfaction works best when you have a plan.

3 Build Your Reputation

Studies show there is a trust gap between advertising claims and outside sources like reviews and personal referrals. When you make a client happy ask for a review!

4 Check Your Website

Hubspot: Most important website factors: 76% “make it easy to find what I want,” 10% “a beautiful appearance,” 9% “a cutting edge interactive experience.” 5% other.

5 Cultivate Feelings

Make sure your plan is about heart as well as head. Harris Research: In a Reputation Institute study of 26,011 people emotional appeal was found to be the prime indicator of business ratings.



Total Customer Experience

6 Communicate Clearly

The biggest problem with communication is thinking it has occurred. In a survey of 400 companies, each with 100,000+ employees, poor communication was cited for an average loss per year of \$62.4 million / company. Get coaching in this area.

7 Find Simple Words

When an incident occurs your client may be in distress. Find simple words and display poise to take the edge off. Preparing beforehand to quell emotions will pay huge dividends over time.

8 Respond to Complaints

If you want to solidify relationships with clients clean up any problems fast. This will let clients know how you respond in a difficult situation and creates a rapport you can gain in no other way.

9 Empower Workers

Create a program for workers to be able to flex a situation to accommodate how people feel. Trust your team to execute this in a “best for all concerned” fashion.

10 Be Empathetic

In every conversation you will be talking with people who are distinctive in some way. Knowing something about that group will help you relate with them.

11 Foster Authenticity

In modern culture the norm is for people to present a facade. “Best foot forward” is common, and a good tool when used in measure. Relating with others is a mix of assertiveness and empathy. Leaning toward authenticity at any point on that continuum is magnetic.

12 Plan a Round Table

Today’s trend toward hierarchically “flat” organizations is designed to take advantage of “Group Mind” — a source of great insight, knowledge and the power of personal buy-in.

Want assistance? Please call:

707 823-3888

or use the contact form at:
DeepSkyMarketing.com