

DELIVERING A MEMORABLE CUSTOMER SERVICE EXPERIENCE

A Business Station resource



Great customer service: Why bother?

Brands with superior customer service
tend to experience:



Higher sales

Loyal customers are 4 times more likely to refer a business/company to a friend.



Increased market share

Customers share service experiences through word of mouth (good and bad).



Higher profits

84% of businesses that work to improve their customer service are rewarded with an increase in revenue.



Increased customer loyalty

92% of businesses that work to improve their customer experience benefit from increased customer loyalty.

Ensure consistency

Following up a great experience with a subpar one is a guaranteed way to frustrate customers.

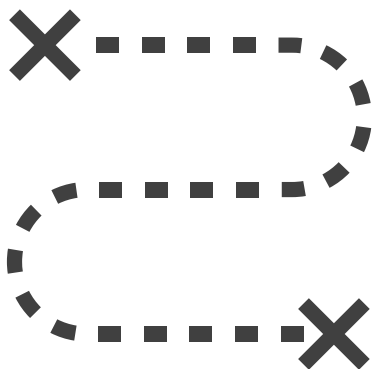
Ensure you have systems in place to ensure the same level of quality each time.

Make sure you (and your staff) know the answers to common questions.

69% of U.S. consumers shop more with brands that offer consistent experiences in store and online.



Set expectations



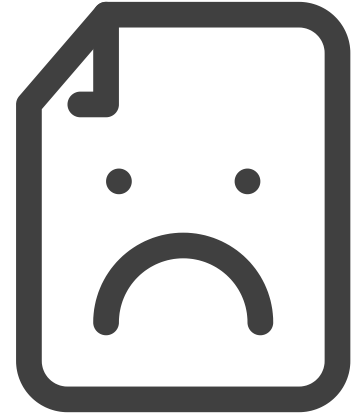
Ensure that customers know what to expect when it comes to your offering, what they'll pay and what the process looks like. Use clear language and invite questions.

Admit when you're wrong

There's nothing more frustrating than a company that refuses to accept responsibility for mistakes.

Admit it and then fix it.

Once you've fixed it, remember to follow up and make sure you've fixed it properly.



Practise active listening



The top reason customers switch brands is because they feel unappreciated.

Let customers know they're heard by asking follow-up questions and by paying attention to their tone of voice and body language.

Be consistent

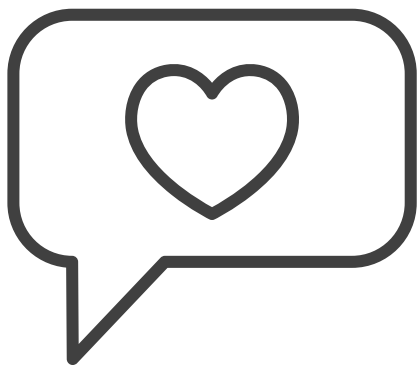
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Encourage feedback



Customers want to feel like they're heard. Try inviting reviews with a QR code, a small incentive or simply asking as part of your service delivery.

Learn more about the power of reviews in our blog, [Why Reviews Are Important: Even the Bad Ones](#).

Help customers help themselves

If your product or service is complicated, establishing a knowledge base could empower your users.

Frequently Asked Questions can be the difference between somebody curious and your next client.



Be easy to work with!



At the start of the customer journey, make sure it's as easy as possible to find your business, get started and know what to do next (especially for services or complex products).

If you have a physical location, make sure your Google Business Profile is set up to show it.