

Your Business Matters!

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THINKING

STARTING

GROWING

EXITING

WHAT IS SO IMPORTANT ABOUT CUSTOMER SERVICE?

Customer service is an integral part of your business and not an extension of it. Your company's most vital asset is its customer. In today's commodity-filled marketplace, oftentimes the only characteristic that differentiates one company from another is customer service. It may even help a small business level the playing field when it comes to taking on larger competitors. When you satisfy your customers' needs, and exceed their expectations, they not only help you grow by continuing to do business with you, but they also recommend you to friends, family and associates.

Did you know that:

- Repeat customers spend 33% more than new customers
- Referrals among repeat customers are 107% greater than non- customers
- It costs six times more to sell something to a prospect than to sell that

same thing to a customer

Here are a few tips to become customer-centric:

- 1) Exceed your customers' expectations: It could be as simple as a smile, calling them by name, a thank-you note, a birthday card, or a commitment to look for that "something special" that you just don't presently carry.
- 2) Identify and anticipate needs: Customers don't just buy products or services, they buy good feelings and solutions to problems. Many times the purchase is emotional, rather than logical. The more you know about your customer, the better you become at anticipating their needs.
- 3) Treat people the way you would like to be treated: Employees take their cue from management. As management, you need to greet employees enthusiastically each day, try to accommodate their requests, listen to them when they speak,



and be a clear example of treating everyone with respect and care.

4) Don't make promises unless you can keep them: Reliability is one of the keys to any good relationship. If you promise to deliver a service or product within 5 days, make sure you do it.

5) Ask your customers for feedback: Encourage and welcome comments and suggestions about how you could improve. You want honest, specific feedback at any point – not just through surveys or questionnaires. You might be surprised at what you learn and can improve on.

Good customer service is about exceeding the customers' expectations, sending them away happy and bringing them back with their friends and family.

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 www.businessresourcecentre.ca
Royal Bank Business Centre 519-758-2500 www.rbcroyalbank.com