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A Satisfied Customer Is A Loyal Customer

If you are a marketer, you are always looking for new and effective ways to reach your customers. But as most marketers, you may never stop and ask “How do my customers want to communicate with me and my company.” The answer is critical.

A recent study conducted by inContact and Harris Interactive found that 56% of all U.S. adults are willing to consider switching companies if they are not happy about how they can contact you. The same study found that if you don’t offer options for communication other than the 1-800 number, you are outdated.

Furthermore, the study found that more than 86% of all U.S. adults expect companies to offer flexible timing and multiple options to interact with customer service. *After all, it is customer service!*

Be the first to introduce new and innovative customer service options

As we have learned from the study, fewer customer service options results in higher chances for switching companies. So, to earn their loyalty, you must treat them as royalty.

Here are few best practices for adding new customer service options:

1. Survey your customers and ask their opinion

Your customer is aware of most traditional communication channels offered by you and your competitors. If you offer your customer new channels to communicate and asked their feedback, you will learn if they like to communicate with you through a mobile app, online chat, text messaging, in addition to the traditional email and 1-800 number.

2. Utilize alternatives that are cloud based

Before committing a large sum of time and money to adding or changing your infrastructure to accommodate new communication channels, experiment with cloud based alternative that provides flexibility, future readiness and feasibility.



3. Always experiment with new ideas

Since making a change can have an impact on your entire organization, testing a new idea should be very focused and limited in scope before a full implementation. It is a best practice to experiment with one idea at the time.

4. Learn first, then implement

If social networking such as Facebook or Twitter are channels you've chosen to experiment with, then observe first what is being posted, what issues are discussed and feedback provided, then plan your ways to best respond in an effort to create personalized, one-to-one experience.

5. Coordinate your channels

Once you've decided on your new channels of communications, bring them all together so it's seamless to your customer. Information exchanged over an on-line chat should be available immediately to all other communication channels within your organization, like a customer service representative, on the other side of the building over the phone. This is another area where the cloud can help as it creates a single flow of information to speed resolutions and increase customer satisfaction. After all, lack of coordination can be the motivator for customers to switch from your company.

In conclusion, the Harris Study have found that 82% of all U.S. adults agreed that variety of contact methods increases brand satisfaction. Brand satisfaction is the forerunner to brand loyalty, so consider expanding your customer communication options today.

To learn more about what communication channels work best for your organization and to find out how you can plan and implement a new communication strategy, Call us today at (661) 810-2446 or visit us on-line at www.azarandassociates.com