

How to Romance Your Customers

A new customer just made a purchase; what now? Yes, getting new customers is important, but retaining existing customers is cheaper, easier, and more effective. From those early stages when sparks are flying to the level of commitment made at the altar, it's important to use all your resources to romance your customers.

"A Customer Retained is a Customer Earned" - Ancient Proverb



According to one study, the average annual value of each lost business relationship is \$289. Multiply that figure by a few hundred people, and you see just how quickly it adds up.

According to the Small Business Association, 68% of customers say they leave a company because of the treatment they received.

Danger! A customer who is dissatisfied will tell between 9 and 15 people about the experience.



ROMANCING FOR THE LONG HAUL

Customer needs to be romanced if they are going to choose to do business with you ... and only you.



MAKE YUURSELF AVAILABLE.

You can't call people your customers until they buy from you. To get to that next level in your relationship, you must go where potential customers will find you. Make yourself available through:

- Your Website
- Twitter
- Facebook - Other Social Channels
- Email
- Telephone - Online Chat

Engage them across multiple platforms.

YES, WE'RE

open



Nearly 50% of all searches are performed on mobile devices. Make sure your site can be easily navigated on mobile.



THE FIRST DATE: RESPOND QUICKLY.

This is the testing ground for the

future of your relationship, and first impressions are everything.



Studies show that companies with an average first-response time of fewer than 10 hours have customer satisfaction ratings of more than 90%.





90%

inquiry has the most impact on customer satisfaction.

THE SECOND DATE: ANSWER QUESTIONS, & GO AT THEIR PACE.

Assuming you made a good first

impression, your customers will be

interested in doing business with you again. At this stage, allow your customers to serve themselves in the ways they want.

GIVE CUSTOMERS OPTIONS TO GET

THEIR QUESTIONS ANSWERED AND

THEIR ISSUES RESOLVED.

The top 3 preferred methods of customer support are:

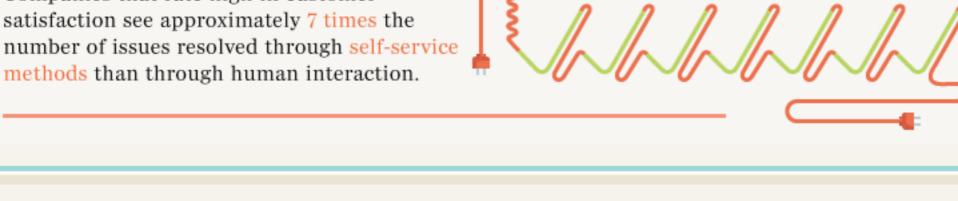
Companies that rate high in customer

satisfaction see approximately 7 times the

methods than through human interaction.



Email **58%** _ Phone **22%** _ Live Chat **20%**



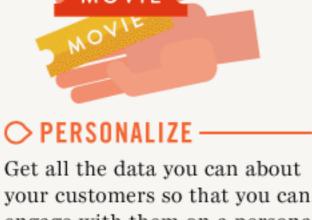
Your customers should know by now whether they want to

opportunity comes along or you fail to deliver on your promises.

continue doing business with you-but only until a better



NURTURE YOUR CUSTOMERS.





1 > 2 > 3



engage with them on a personal level. Target them with the

product that will meet their needs. OPROVE YOU CAN ALWAYS DELIVER

products.

way to make sure all your customers' needs are met

and that they are getting

the attention they need.

during this stage, there's no reason for them

If you can't deliver on your word to provide your customer with the product they need to stay committed.



88% of customers indicate that quality is a main factor in their decision to stay loyal to a brand.



REWARD FOR LOYALTY

program that rewards them for sticking

Provide your customers with a loyalty



with you.

46%

46% of consumers have increased the

company in exchange for a loyalty reward.

amount of business they do with a

SOLVE ANY ISSUES IMMEDIATELY As with any marriage, issues will present

those problems right away.

excellent customer service.

Set up your relationship to thrive for the long haul.



themselves over the years. Nothing says

"I love you" more than a desire to solve

70% In a good economy, 70% of Americans would spend an average of 13% more with companies that they believe provide



Continue to romance your customers so that you share a lifetime together!

