

FROM FIRST DATE TO WEDDING DAY

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

\$289

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.

68%

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

9-15

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**.

THE WAITING PERIOD:

MAKE YOURSELF 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.

50%

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.

Satisfaction

90%

A quick response to an inquiry has the most impact on customer satisfaction.

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

90%

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:

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

Companies that rate high in customer satisfaction see approximately **7 times** the number of issues resolved through **self-service methods** than through human interaction.

GOING STEADY:

NURTURE YOUR CUSTOMERS.

Your customers should know by now whether they want to continue doing business with you—but only until a better opportunity comes along or you fail to deliver on your promises.

PERSONALIZE

Get all the data you can about your customers so that you can engage with them on a personal level. Target them with the product that will meet their needs.

MAKE IT SIMPLE

Make it as easy as possible for your customers to log in to your website, order, and even reorder products.

TRACK EVERYTHING

CRM software is the best way to make sure all your customers' needs are met and that they are getting the attention they need.

PROVE YOU CAN ALWAYS DELIVER

If you can't deliver on your word to provide your customer with the product they need during this stage, there's no reason for them to stay committed.

88%

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

THE MARRIAGE:

Set up your relationship to thrive for the long haul.

REWARD FOR LOYALTY

Provide your customers with a loyalty program that rewards them for sticking with you.

46%

46% of consumers have increased the amount of business they do with a company in exchange for a loyalty reward.

SOLVE ANY ISSUES IMMEDIATELY

As with any marriage, issues will present themselves over the years. Nothing says "I love you" more than a desire to solve those problems right away.

70%

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

WANT TO AVOID A BITTER DIVORCE?

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