

PURPOSE, PASSION AND PROFITS ...

Is your brand positioned to wow customers?

Proof... Not Promises. One of the major cosmetic houses has this statement in their advertising for a particular product, however is also stands for the sequence in which we should offer our customer experience.

Harvard Business School lecturer, Theodore Levitt said: "The primary business of any business is to stay in business – but to do that you have to get and keep customers."

Customer service isn't about simply being available to serve someone who is ready to buy your service or product, or responding helpfully to a request, it's about so much more. Done well, it is about offering an exceptional customer experience with unwavering consistency.

All too often businesses state they provide good customer service and then leave it to chance, assuming (or hoping) the proof will be in the delivery.

Promises, not proof.

Since touchpoints are the small moments of interaction that leave lasting impressions with a customer or potential customer, it would be far more effective if your customer service was defined through each touchpoint, with an emphasis placed on the delivery of a series of exceptional experiences.

Proof, not promises.

If research, customer feedback through social media and the exodus of customers into alternative purchasing solutions is anything to go by, it seems so many business owners or managers see marketing and sales as a priority, with customer service considered a given because they say that's what they offer. What is often missed is that each of these should ideally be a progressive part of their business strategy if solid growth and brand reputation is the desired outcome.

Very little uncertainty would be discovered if you surveyed organisations, large or small, about the importance of their customer experience - virtually all would identify it as important to their success.

If however, you asked for facts and figures on what initiatives are used, how their success is monitored and how future customer service strategy will be designed and implemented in view of those responses, you would find far less certainty.

Word of mouth marketing is the most cost effective, most relied on, most valued form of marketing communication, yet so many companies don't consider using it and certainly don't have a strategy for it.


Word of mouth marketing relies on your customers and staff being raving fans and advocates for your business, which doesn't come about if they are simply satisfied.

Would you be emotionally connected enough to go out of your way to recommend a business because your experience was just a satisfactory one?

It's not by accident that all the successful brands aim to increase customer loyalty and utilise the power of word of mouth.

What are some ways you can delight and surprise your customers?

- How many ways can you make it even more beneficial to buy your service or product?
- Design and implement ways to make it easier and more enjoyable to do business with you and not with your competitor.
- Are there unidentified opportunities for you to help people use your products or services more effectively?
- Going through the steps your customers follow with your business, how easy is it to negotiate these steps and do business with you?

- Can you provide an information video to assist your customers in understanding your products or service?
 - Do you provide a welcome pack or letter explaining what you do and how well you do it? Don't assume people know who you are and all that you can do for them.
 - Is it possible to provide workshops or special events to better educate your customers about your products or services?
 - How enthusiastic and passionate are you and your staff when dealing with your customer, or are they often an interruption to the day-to-day chores? This is a common experience for customers and one of the major reasons for dissatisfaction.
 - When you make it easier to use your service or product, remove a frustration, show how effective your solution can be, share information, or improve understanding of a problem, your customers are far more likely to feel valued in doing business with you.
 - Be passionate about what you do and don't forget to make it an enjoyable and fun experience, which not only benefits your customers, but you and your staff as well. After all, how your staff feels about working with you is reflected in how they treat your customers and how they market your business after hours. I'm sure you or someone you know has vented about a colleague, boss, or work environment at some point – this is word of mouth marketing doing it's worst.
- Think carefully about why your customers should give you their money over your competitor, online or off?
- Define your purpose, remember your passion and increase profit. 

Got a business idea?

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