



Give More Than Customer Service

These days, customer service alone simply isn't sufficient. Customer service entails more than it sounds. Many companies use a rating system to measure customer satisfaction; 5 being the highest level of satisfaction. How would your customers rate your customer service? How can you provide customer service beyond your competitors so that you can develop customer loyalty?

1. Tangible

The tangible aspects of your business project your image to new and existing customers. It includes the physical features and characteristics of your place of business. All products on display and communication materials should be neatly organized. Materials for storage should be easily accessible and marked. Sales representatives should appear professional and knowledgeable about the products and services offered. Generally, the appearance of your store or office should exceed the customer's expectation. You want your customer to have a lasting and positive image of your business.

2. Reliability

Customers expect all products and services purchased to meet up to its expectations. Customers expect dependable products and services because that determines whether he or she will return again in the future or refer potential customers. Customers also expect accurate transactions with a description of services performed and products purchased. Sales representatives should address customer concerns and questions. In many cases, they are also the primary contact for future transactions or returned items.

3. Responsiveness

The sales representative should show a willingness to help customers, seek out information requested by the customer and offer alternatives. This is the first step in building customer loyalty because the sales representative can create the customer's need to own the product. It is important to listen to the customers' concerns while assessing the most appropriate product or service. The sales representative should respond in a timely manner or predict the amount of time it might take to research an alternate choice. Sales representatives often make the mistake of presenting the sales pitch immediately without listening to the customer.

By responding rather than offering uninvited information, the customer will feel as if the company responds accordingly to his or her needs.

4. Assurance

The sales representative is responsible for building the customer's confidence in its products or service. The sales representative should stand behind the product by offering personal testimonial from experience. The company is responsible for training sales representatives to become knowledgeable and professional.

5. Empathy

Sales representatives should listen carefully to the customer in order to make him or her feel valued. This means initiating and responding to the customer by name or organization. A way of showing empathy is by offering customers discounts and special offers. These include customers who are frequent shoppers or have made large investments in your products and services. These steps will show your customer a level of commitment from your organization as a whole. By creating a personalized atmosphere for you customer, you're offering distinguished customer service.

It is important that all management supports and understand the level of commitment in offering this kind of customer service. By providing more customer service, you'll increase customer loyalty and the likelihood that your customers will return for future purchases. In turn, you'll improve your company's image while building long-lasting relationships with each of your customers.

DID YOU KNOW?

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