



Developing Customer Loyalty

Customer loyalty can have a profound impact on your business – it can help increase revenue, profit and can provide your business with unintended marketing and advertising that drives positive business growth.

Here are ten tips to help increase customer loyalty:

1. **Talk.** It is important to talk [but don't brag] about your business to your current and potential customers. Some strategies include an email newsletter, monthly post card, and reminder for service card, a greeting card, a thank you card, Twitter, Facebook and YouTube provide communication channels that keep customers plugged into your business.
2. **Customer Service.** Many products and services are virtually the same! One way to stand out is [intentionally] to focus on service, outstanding, excellent service. Go the extra mile; provide a value added service; do something special. For example, acknowledge their Birthday, Anniversary or special event. The more you build relationships with your customers, the more information you will have so that you can achieve better customer service.
3. **Be loyal to your employees.** As a business owner, it starts and stops with you. If you set the example of loyalty, you send the message that employees should be loyal: loyal to the company and also to the customer.
4. **Employee Training.** Most successful businesses spend money on customer service training. For example, having your employees say "thank you" to the customer each time they make a purchase creates a "lasting impression" in the mind of a customer. Training your staff how to think like a customer will put them more in touch with how the customer needs to be treated. This cannot be stressed enough – service is the apex of any business product. Excellent, Value-added Service is all-important to build customer loyalty. Start with small steps – like opening the door for your customer when they are leaving with their hands full of your products or offering to carry their products to their vehicles. One client of mine leaves chocolates for each customer she visits. Sweet!



5. **Customer Incentives.** Give customers a reason to return to your business.
Frequent purchase cards offer an incentive or discount after a significant purchase. Offer a FREE gift with some purchases. Incentives don't necessarily need to cost you any money!
Here's an idea: Build a customer incentive strategy and target 52 weeks or 12 months worth of incentives. Think of the long term affects a solid customer incentive and retention strategy could have on your business – both in terms of top-line revenues and bottom-line profits.
6. **Product Tracking.** If you know what your customers purchase, then keep these products in stock. Thanks to technology, this is easy. (And in my opinion, a must). Remind the customer through a communication strategy that you have their favourite product in stock. Look for products that will compliment the customer's primary product, and offer these through in-store promotion, sales and through communication channels.
7. **Integrity.** Mean what you say! Do what you say! These are the keys to establish trust and long-term customer loyalty. One concept successful businesses employ is to exceed the customer expectation. How is this done? By making a commitment always to deliver more than what the customer was expecting. Think value-added service. An example successfully employed by a print shop client of mine is to set a delivery date and then deliver the product earlier then the delivery date. What a welcome surprise!
8. **Be Flexible when solving customer problems and keep the bigger goal in mind.** From time to time, you will disappoint your customer! Your customer may experience dissatisfaction with your business. When this happens take responsibility, apologize and offer a solution that the customer agrees to. Keep in mind the big picture: Customer's loyalty and their continued patronage. With these in mind, you may find that you will uncover more ways to satisfy the customer! Focus on "how to resolve" the customer's main concern or issue.
9. **People and Technology – what is most important.** Technology plays a key role in helping any business. However, don't allow technology to take the place of human interaction. One of the most significant ways to nurture long term customer loyalty is human interaction and relationship building.

www.peterjcsaszar.com

Operational Coaching and Consulting for any business.

116 Kenneth Avenue, Kitchener, Ontario, N2A 1W2

Office 519-208-3207 Direct 519-404-4441



10. **Know Your Customers by Name.** The sit-com Cheers had a great theme song “you wanna go where everybody knows your name!” This makes your business personal and personable in the eyes of your customers. And the more personal and personable your business is to your customer, the more loyal they will be.

Peter Csaszar is the president, coach and consultant for www.peterjcsaszar.com. He specializes in coaching and consulting business owners, teams and executives in overall business improvements that focus on strategies and solutions’ development. He guides managers to implementation with the goal that the business may achieve long-term success.

Visit his website. You’ll find a number of resources to help your business achieve big results. He also offers a limited number of complimentary 2-hour coaching and consulting sessions with no further obligation. His satisfied clients include business owners whose business revenues annually range from \$50,000 to over \$10 million dollars.