

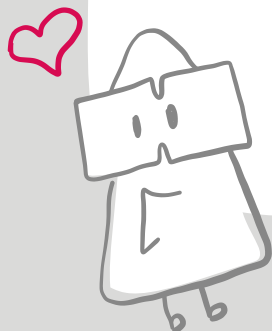


Where is the Love? Action Plan



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I have over 25 years B2B and B2C marketing and customer service experience, backed by my CIM Professional Diploma in Marketing. I work to this standard ... with a definite G&T twist ... you will find there's a lot of fun in my approach to business.

I've spent over 25 years in marketing, constantly communicating with customers (online and offline) and have always been driven by delivering the best customer service possible. Take advantage of all my experience and stop your customers from even considering going to your competitors.

My work includes presenting seminars, facilitating workshops, delivering training and consultancy for Local Councils, High Street Banks, Exhibitions across the UK and businesses across Lancashire.

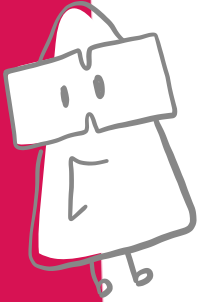




How to use this plan ...



Where is the Love is designed to get you looking at your business with fresh eyes (as if you were your own customer).



Go through the enquiry/sale/after sale steps - be hyper critical of your business - ask yourself constantly 'are you showing your customers love?'

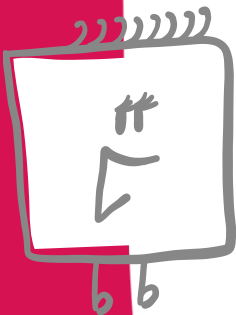
Take action from your findings.

Fill in what you do now, and what action you are going to take. Keep revisiting this document to ensure you are still taking action.



If you find it difficult being detached from the processes in your business, ask a friend or colleague (or ME) to look at the processes for you and take on board what they say.

Sometimes as business owners we can become too close to our business. Many great ideas come from different people involved in your business. Be open to suggestions from colleagues.



By looking at the different areas of your business and taking action you will make your customers feel valued and you will build those great customer relationships that keep your business in your customers thoughts.





Potential Customer Enquiry

When a customer first interacts with your business what do you find out about them? What happens to those enquiries that don't turn into a sale?

What do you do at the moment when you receive a customer enquiry?

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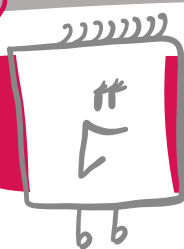
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Think through what action you can take to make sure your first interaction with your potential customer leads into the start of a relationship.

An example - The number of times I have booked a table at a restaurant and I'm asked for my name and contact details ... and that's where it ends.

The restaurant doesn't ask me if it's a special occasion, they don't contact me a couple of days before to confirm booking and maybe ask if anyone has allergies, special requests etc. **How many opportunities are they missing out on making customers feel special?**





Take Action

Show those who make enquiries that you really do value them taking time to make contact. Ask questions like children do.

How did they hear about you? Why did they contact you? What are their timescales? How would they like to be communicated with? What is most important to them in the sales process.

If you don't already have one, make out an enquiry form and ensure everyone in your business fill out the enquiry forms with as much detail as is needed to stop you keep contacting the customer with questions that should have been asked at the start.

What changes are you going to make to how you respond to initial enquiries?

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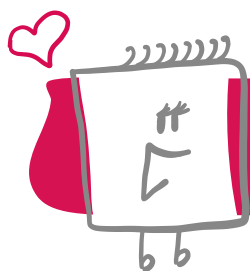


The sale is happening ...

At the stage when your customer is taking the step to place the order, buy an item/service what happens? Review how easy you make the transaction process and ask questions like you really want to hear the answers. We've all had the 'did you find everything you wanted today?' at the till. How much better would it be if you said no I couldn't get X,Y or Z and the person asking actually made note, and took your details

What do you do at the moment when your customer is ready to place their order?

[illegible]



Take Action

In person? Look at how your team deal with the sales process. Are they engaging with customers or are they chatting with colleagues. Now this might be difficult if they know you are around. Ask someone you know to make a purchase and report back to you.

By phone? Does your customer go through various people/push button options before they can purchase from you? How can you make this simpler? If customers have too much 'work' to do they will find an alternative.

Online - how many stages are there in your checkout process? Do you explain clearly what happens next? Or do you rely on FAQs and Important Information sections on your website? Amazon have a massive share of the market because they simplified the ordering process.

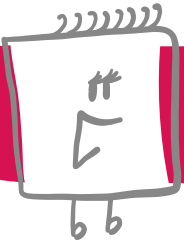
It is always worth looking at the nature of queries that come in after a customer has purchased to identify where customers are getting confused or need more information about the transaction.

Do you follow up sales with a 'thank you message' or just a bog standard order confirmation email?

Review your communications at the sales process and add in personal touches. A simple smiley face drawn on a receipt can make someone's day.

Add in notes to say thank you with order confirmations and if you can personalise these, even better.





Take Action

Imagine if you rang **a customer a day** and asked how they were getting on with your product, you could offer advice on how to get the most out of it.

How many of the functions on your mobile phone do you use? If your phone provider sent a tip of the week email, how loved would feel then?

It's not about selling your next purchase, it is about keeping your name in their head, so when someone asks for what you offer, they automatically rave about your business/product/service.

What could you do for customers after the sale?

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And of course ... don't forget to ask for feedback.



Find out more about how we can
work together to develop your
customer service processes and
improve internal/external
communication.

**If you'd like to stand out from
your competitors with amazing
customer service, you can ...**

Call the landline **01772 367122**

Call/Text/WhatsApp my mobile
07966 190743

Email **anne@customerlove.co.uk**

Visit **www.customerlove.co.uk/resources**
to read sample pages of my book

