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3 Ways To Protect Your Customers

By Interlink Telecom

Customer security is one of the prime considerations of any retail outlet today. Whilst implementing key marketing strategies in order to promote products and increase sales, retail managers also need to be thinking about how safe their customers feel in-store and ways they can improve the attractiveness of their space for shoppers.

Lighting

Good lighting is a key aspect of the customer experience. Stores require lighting that allows customers to see what they are doing and to ensure that no area of the shop is dimly lit or dark, as this is where thefts or attacks could occur. This is particularly important in fitting room areas and in toilet and baby-change facilities where customers are out of the general flow of the shop and there is a reduced staff presence.

CCTV systems

Customers are comforted by the presence of CCTV systems in retail stores. They know that these systems are designed to prevent crime and automatically feel safer in an environment where cameras provide a deterrent to would-be criminals. A CCTV system also often means at least one member of staff dedicated to security and this also makes customers feel more at ease.

Space

The retail environment is one that's constantly under threat from petty crime - from shoplifting items to pick-pocketing customers. This type of crime is easier to commit in small, crowded shops, where people are more tightly packed into a space and it is difficult for staff, security cameras or general shoppers to see what is going on. It's easy for people to put goods in their bags without paying for them or to steal a handbag and be out of the shop before anyone's realised. A key way to defeat this type of crime is by arranging your goods so that there's more space in the store. This makes it immediately more obvious if someone is acting suspiciously, and customers are more likely to be aware if someone is too close to them or demonstrating threatening behaviour.

3 Ways To Protect Your Customers

There are various other ways that you can make your customers feel safe, but lighting, space and visible CCTV security go a long way to reassuring customers that they are shopping in a safe environment. The safer and more confident your customers feel, the more likely they are to spend money in your store.

Interlink Telecom is based in West Yorkshire and can supply and install CCTV systems and other security equipment. Visit our website now by clicking on

<http://www.interlinktelecom.co.uk>

It's All About The Customers, Baby

By Dr Kem Thompson

If you want to ensure a steady stream of customers in your business, you must always remember why you're in business in the first place.

Sure you want to earn a decent income for yourself, but you also want to provide a useful service don't you?

That second reason should take precedence over the first. Your main aim should be to provide a useful service to people. Making lots of money from it should be secondary.

When you have your priorities in that order, guess what happens? The money starts to come in! You literally become a customer– magnet.

Know why? Because when people sense that you genuinely care about them, they'll become loyal customers and will get their friends and family to buy from you as well.

Remember, no matter how much money you want to make from your business, without customers, you won't make a thing.

So always, always, always, always, always(you get the point, don't you!?) always(!) think about your customers first.

Consider it an honour to be in a position to serve them.

Then think of ways to serve them to the best of your ability.

Here are a couple of ways to take good care of your customers:

a.As often as possible, ask them what they want or need. The most successful businesses are the ones that satisfy the *known* needs or wants of customers. Don't assume you know what they want. Ask and be sure.

3 Ways To Protect Your Customers

So find out what your customers want, ask them how you can serve them better.

Then provide that need for them. Even if you don't sell the product or service they want, find someone who does and refer your customer to them. Be a resource; they'll love you for it.

You'd have saved them the trouble. And they'll reward you for it by being loyal to you.

b. Aim to provide more value for money. This can be in form of 'try before you buy' offers, or giving away something for free. It could also simply be regular courteous service – going the extra mile, so to speak.

Always think 'how can I provide more value for my customers?'

With that mindset, you will be alert and open to opportunities to give more value to your customers without breaking your bank balance!

Can you think of other ways to take good care of your customers?

DR Kem Thompson is a Business Success Coach. She works with women in business, helping them to create successful and prosperous businesses while achieving balance and fulfillment in other areas of life. Subscribe to her FR*EE newsletter, 'Business Times For Women' by sending an email (write your first name in body of email) to

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