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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Customer Satisfaction Is Your Business

By Bob Leduc

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Regardless of what business you are in – you are really in the business of satisfying customers. The degree of customer satisfaction you deliver determines the level of long-term success you will achieve in business.

Make Customer Satisfaction Your Top Priority

Don't just make sales. Create customers – satisfied customers. In addition to the immediate profit they provide on the first sale, satisfied customers help you build your business in 2 other important ways:

1. They become a reservoir of repeat buyers. For some businesses that means repeat buyers for more of the same product or service. For every business, it means buyers for additional products and services.
2. They automatically refer more business to you from their friends and business contacts. This is highly profitable business for you because it doesn't cost you any time or money to get it.

Never Promise More Than You Deliver

Customer Satisfaction Is Your Business

Never make any promises you can't (or won't) keep. Nothing alienates customers faster than getting something less than they expect from a business transaction. They won't do business with you again. And they will tell everybody they know about their unhappy experience – causing you to lose future customers.

Tip: Handle customer complaints quickly and with a positive attitude. Strive to preserve your relationship with the complaining customer instead of your immediate profit from them. They will reward you later with more sales and referrals.

Always Give Customers More Than They Expect

"Over deliver" on quality and service. Always exceed your customers' expectations. You will win their long term loyalty. It also makes it difficult for competitors to steal customers from you – even if they have lower prices. Customers will not risk an uncertain experience with a competitor when they know they will get more than they expect from you.

Tip: Surprise your customers with unexpected value. If you sell products, include an "unadvertised bonus" with every order. If you sell services, get into the habit of doing something extra for every customer or client without charging for it.

Let Customers Know How Much You Value Them

Let your customers know you are always thinking about them. Communicate with them regularly. For example, create some special deals just for your existing customers. And announce new products or services to them before you announce them to the general market.

Tip: Convert your customers into publicity agents. Develop an incentive for them to tell associates and friends about the value of your products or services. An endorsement from them is more effective than any amount of advertising – and it is much cheaper.

For example, reward them each time they refer someone who becomes a customer. Your reward can be as simple as a credit

toward their next order from you.

You are in the business of satisfying customers regardless of what products or services you provide. The satisfied customers you create will help you build your business by becoming repeat buyers and by referring new business to you from their friends and associates.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched *BizTips from Bob**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

Monitoring Customer Satisfaction on the Web

By Daryl Clark

Monitoring Customer Satisfaction on the Web by Daryl Clark

If you have an e-commerce site, you need to know if your customers are satisfied. Unlike a brick and mortar business, it is very hard to monitor customer satisfaction on the web. If your business is Internet only or if it is a brick and mortar business, customer satisfaction has to be a priority or else your business will fail!

If you don't physically see the customer, how can you tell if they are satisfied? One of the best methods I have found, is to use the free services of (Bizrate.com*) <http://www.bizrate.com>

After you have filled out their on-line application and your web site is approved, Bizrate.com sends you some simple HTML to paste into your receipt page. This HTML offers customers a chance to win a prize if they fill out a short survey about their shopping experience. Customers will rate your company and your web site using a 1-10 scale on the following parameters of satisfaction:

- * Overall Rating
- * Ease of Ordering
- * Product Selection
- * Product Information
- * Price
- * Web site Performance

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- * On time Delivery
- * Product Representation
- * Customer Support
- * Order Tracking
- * Shipping & Handling

Having this type of feedback is essential to continuously improving your operations. Bizrate provides you the feedback weekly in the form of a customer approved survey link that is posted on your web site.

To view a real Customer certified report, visit the survey results of our customers from our other Internet business at this URL:

http://www.bizrate.com/ratings_guide/report.xpml?mid=19250

With this information your new customers, current customers and you know how your customers feel about your company, services and products. You can make the necessary corrections to your operations, by monitoring

your weekly results and reviewing real customer feedback.

In summary: It is hard to tell who to do business with on the Internet these days. You can put your customers at ease by letting them know you care about their satisfaction. There isn't a better way to reduce customer apprehension and assure customers of your legitimacy, than to have "Customer Certified Ratings" posted on your web site. Do not work in the dark, let your customers light your way by allowing them to tell everyone why they should do business with you.

Daryl Clark is President and CEO of EMarketingMan.com. His goal is to provide you with high quality information, management and internet consulting services. You can read his other articles at <http://www.emarketingman.com/articlespolicy.htm>. E-mail to: emarketingman-subscribe@topica.com



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