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Top Ten Strategies for Delivering 5–Star Customer Service

By Bea Fields

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by: **Bea Fields**

Customer satisfaction is valuable, but customer loyalty is priceless. In today's competitive world of business, it is becoming more and more important to deliver customer service that is unbeatable. These ten creative strategies can support you in turning your customers into walking billboards for your business.

1. Treat your customers like royalty.

Hire a customer service representative to greet your customers upon arrival, and offer a coat check service so that customers can comfortably get to know you, your employees, and your place of business

2. Provide valet parking.

Providing valet parking can greatly improve access to your establishment when parking is limited or on days when the weather is challenging. (Note: Tips should not be accepted.)

3. Make a wait enjoyable.

If a customer has to wait, offer a cup of hot coffee, latte, or a glass of sparkling water, a comfortable chair, and a choice of current magazines. (Make sure to update your magazines frequently.) Every ten minutes, have a customer service representative update the customer on the status of their wait.

4. Provide a concierge service.

By adding a concierge service, you can provide added value to your customers "on the spot." Support your clients by making lunch or dinner reservations, making an appointment for a hair cut, providing a list of local attractions, or helping the customer find the one special item that is not offered by your

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business.

5. Call your customers every Monday morning.

Call your customers every Monday morning at the same time. Call to simply say "hello" and to check in. Ask how things are going, if there is anything you can help with, or what is new in his/her life or business. Share ideas, laughter, and support. It works!

6. Provide "Same Day" or Overnight delivery service.

In today's business world, quick service means happy customers and increased profits. By offering a same day delivery service or overnight via Fed Ex or Airborne Express, you will speed up your profits by providing your goods and services FAST!

7. Call customers on days of celebration.

Keep a file of birthdays, anniversaries, milestones, and special events (graduations, weddings, Bar Mitzvahs,) and call the customer on these special days to say "Congratulations...I am thinking of you on this special day."

8. Provide a voice mail "Tip of the Day."

Make the most of voice mail and answering machines by posting a message that says "WOW!" Include a "tip of the day" on your message tape, which can prove to be highly entertaining and educational to callers, as well as a credibility and rapport builder for you.

9. Provide a cookie service.

One day each month, deliver home–baked cookies to your customers. chocolate chip or shortbread cookies are always popular. This service can be outsourced to a bakery who has a reputation of high quality, and a strategic alliance will be formed in the process.

10. Dazzle the kids!

Dazzle the kids and keep them happy while the parents do business by providing a highly creative "kids corner." Stack this area with games, coloring books, toys, and entertainment. During peak business hours, hire a magician, storyteller, musician, or balloon artist to provide a high level of interaction and pure FUN...will keep everyone happy and "coming back for more."

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Bea Fields is an Executive Coach and a Certified Guerrilla Marketing Coach. She is also a Consultant, Trainer, Public Speaker and author of the Five Star Leader e–course. Her area of expertise is that of Leadership Development and Marketing for Executives, Managers, Small Business Owners, and Political Leaders.

Online Casino Strategies Part I

By Sara Sentor

An online casino is essentially a virtual land casino. While the games and the rules may be the same the environment and strategies change causing the online casino to become an independent entity. Consider the online casino sites at

This means that while you may be a professional gambler at a land based casino in Las Vegas in an online casino on the internet it's a whole new game.

The odds and risks involved in an online casino game change and it's essential that you learn some strategies suggested by professional online casino gamblers so that you can play the online casino games with better odds.

The online casino that you choose to play at will make or break your game. Every online casino has its own strategies to lure the players and allow the house to win. In order to ensure that the online casino at which you play is the one which will if not beat the house odds at least give you an even chance to win we recommend that you follow the following strategies:

1. Play at an online casino that offers the latest state of the art gaming zone. An online casino that has the PWC reviews and the player return numbers is reassuring as it shows that it's an online casino where professionals astute and knowledgeable about their online casino games, play.
2. 24/7 online casino support is essential. If an online does not have a 24/7 support numbers do not risk your money there. Online casinos are a risky place and you have to ensure that all odds are on your side. Playing at an online casino that does not offer support increases your chance of losing your money. The 24/7 support number will ensure that there are no confusions about the rules and any doubts that you may have will be clarified.
3. Do not choose an online casino because it appears in the top ten list of the search engine through the key words you choose. Many sites may advertise their site and appear in the search engines this does not mean they are trust worthy. Its always safer to follow a guide or a Top Ten Site recommendation as you can be sure of the professionalism of the sites advertised as they offer programs that are long lasting rather than temporary. You can be sure your money is safe at such a site.
4. There are tens of online casino sites. Choose the ones that offer high bonuses and rewards. These online casinos will ensure that every dollar that you put in is stretched as much as possible so that you get the most play out of the least dollar.
5. Online casinos may offer interactive sites but if your are a professional you may opt for the state of art games at a simple site this will ensure that you do not get distracted with music, pop ups and other such gimmicks used to entertain and distract the players from their winning streak. Concentrate.

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6. Play at US based online casinos that are if not licensed at least within your reach if they do not pay your winnings. The support number and US presence is essential for an online casino.

7. Once the online casino of your choice has been picked do not jump from casino to casino. That can be dangerous as many online casinos are scams and will disappear within a few months. If you get bored of one casino play at another casino of the same organization. Most regular online casino sites have a network of casinos offering players the most variety within the same terrain.

8. The Top Ten Online Casino Guide has the list of online casinos that feature only the casino sites with large networks. The online casino sites listed here are US based, professional offer 24/7 support, have licensed back ups and offer rewards and bonuses that give you the most money and online casino can offer.

So gamble at

and beat the odds!

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