

**Special Report: What Exceptional Customer Service Can Do For Your Business**

**Tips on How to Give Your Customers Excellent Customer Service**

by

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## Why free?

I believe that free is important. Free is what keeps me going. Don't think that I don't care about money, because I do. But to me, everything should be free at first, then, if you enjoy it, then you should pay the money. This is what it should be like when buying software. You should be able to download a free trial, and you should be able to use it for 1 day, 7 days, or 30 days, or maybe just 30 minutes, what's important, is that you should be able to try it before you buy it. The same goes for close to anything, even food, because you should be able to taste it before you buy it.

This report is not about money, although it's about how your business should be using social networking sites. It's about marketing. At the bottom, in the footer, I've included three interesting systems/e-books that I recommend. My affiliate links are included.

Now. Before you start reading this report, please take a few minutes and visit KIVA.org, an organization like no other organization you probably have seen. Kiva let you loan to low income entrepreneurs. Kiva's mission is to connect people through lending for the sake of alleviating poverty. It's what's gets me up in the morning, and keeps me going. It's all about hope and giving people an opportunity.

I have recently created a team of lenders at Kiva, and I would be really happy if you would join me and my friends (well, at the moment it's only me). I'd really appreciate it. Very little money can save lives.

Please join me today at: <http://www.kiva.org/team/jens>

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## Introduction

As an internet marketer you have a unique job. Your job ultimately is to provide website visitors with an experience.

That experience comes with every interaction they have with you whether it's them reading content on your website, reading blog posts, commenting on blog posts, watching and listening to audio and video content, downloading reports, reading email messages and even buying your products and services.

Every single interaction you have with your visitor leaves an impression. Interestingly enough one of the most memorable impressions, the ones that cause the most chatter whether they're positive or negative, are those that have to do with customer service.

No doubt you've been there. You've experienced really awful customer service and that one experience outweighed any positive impression you had of the company. That one single awful experience turned you from a customer into a non-customer possibly in a matter of seconds. And those bad customer service experiences are ALWAYS talked about. You can't help but feel obligated to warn people away from the company.

The same holds true, fortunately, for exceptional customer service experiences. And hopefully you've had a few of those too so you can relate. The customer service goes above and beyond your expectations and you change from a customer to a raving fan. And if you're a news spreader and like talk about good experiences, you'll share your positive experiences with anyone and everyone you talk to.

## What does this all mean to you as a business owner?

It's simple. Provide exceptional customer service and you'll have people talking about your business, spreading the word and customers knocking down doors.

In the competitive world of internet marketing, there's one thing which will keep your customers coming back again and again – a valuable customer experience. Your customer experience begins and ends with spectacular customer service.

This report is divided into three easy sections:

1. What Is Customer Service?
2. What Customer Service Can Do for Your Business.
3. 31 Tips for Exceptional Customer Service.

Let's get started!

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# Chapter One - What Is Customer Service?

*"Here is a simple but powerful rule – always give people more than what they expect to get."*

*Nelson Boswell*

When you think about good customer service what comes to mind?

Chances are you think about that phone call you make when something goes wrong. A good customer service experience in this scenario is the ability to talk to a person. They're empathetic, kind, polite and they solve your problem quickly and efficiently. It's easier than you expect and you hang up the phone with a smile and the conscious or subconscious decision to continue being a customer.

However customer service extends far beyond that phone call. Customer service actually begins right on your website.

Customer service is:

- Being there for your customer from the moment they meet you, whether it is online, on the phone or they walk through the front door of your establishment.
- About being proactive and engaging your current customers so they always feel valuable and appreciated.
- A website that's easy to navigate, a website that takes your needs into consideration when they design it.
- Regular communication with your customers to make sure they're happy, to find out what they need and want and to meet those needs with innovative products and services.
- Being able to easily find the answers you want on a website whether it's through a FAQ or an answers page.
- When contact information is easy to find.
- Being able to connect with someone on your timetable whether that's through an email, a contact form, a help ticket or a phone call.
- Being communicated with throughout your entire purchase process – emails and autoresponders usually manage this quite well but sometimes it's appropriate to also let people register for an account so they can track their information.

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- Being able to enjoy a simple buying process.
- Being able to enjoy a quick and easy shipping and fulfillment process.
- Being followed up with in a professional and respectful manner. This includes autoresponders, thank you messages, and promotional messages and so on.
- And of course, being able to enjoy a smooth, polite and responsive problem solving process if and when there are ever problems.

Think about what you appreciate as a consumer and brainstorm what problems your target audience needs to enjoy a superior customer service experience. Assess your website, your systems, and your fulfillment procedure and of course any customer service follow-up or problem solving systems.

When you can provide a seamless customer service experience, one that embraces your customer or potential customer from the moment they visit your website, you'll be providing exceptional customer service – something that is rare in today's market and all the more valuable.

## **Chapter Two – What Customer Service Can Do For Your Business**

In every business building 101 course online and off there's a section devoted to customer service. We know it's important to make sure the customer has an enjoyable buying experience. What is rarely explored and certainly not elaborated on is why customer service is important. Sure it makes the customer happy but what else?

Customer service offers a number of business building benefits:

- Exceptional customer service creates repeat customers. If they had a good experience once, they will remember it the next time they need something.
- Customers who experience exceptional customer service will refer their friends, family and associates to you. Word of mouth marketing is one of the best marketing strategies available to you as a business owner.

Online anyone can broadcast their opinions through blogs, websites, social networking, and email. Those who have a favorable opinion of your company may take it upon themselves to market via word of mouth for you.

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- Unhappy customers not only won't come back, and won't refer you to friends and family, they may very well spread the word about their unfortunate experience. If you take a look at many review sites, you'll notice people are quick to share a bad experience.
- Speaking of review sites, exceptional customer service will generate positive reviews which you can use on your website and which will also be posted online and will drive traffic to your website.
- Good customer service is a learning experience for business owners. When you're in communication with your customers and prospects, you're able to learn what they want and need. It's a great way to stay in touch with your audience and to stay ahead of the competition.
- Happy customers become superior affiliates. If you've ever considered launching an affiliate marketing program one of the best places to find great affiliates is right in your customer list. Happy customers are generally really excited to promote your products and services, and they're probably doing it already. When you offer them a commission it just serves to motivate them even more.
- Exceptional customer service puts you leaps and bounds ahead of your competition that is probably barely scraping by with so-so customer service. It's an epidemic in the retail and service world today.

We've become so accustomed to being given the shaft as customers that when one business stands above the rest, we take notice and appreciate it all the more. Your business will thrive and prosper when you remember to make your customer's needs and wants into consideration from the moment the land on your website.

## **Chapter Three – 31 Tips For Exceptional Customer Service**

If everything else is equal, customers will give their business to the company with the best customer service. So how do you compete with another company that values its customers? You go above and beyond the call of duty.

1. Provide multiple options for contacting your customer service department, such as 24-hour phone support, online chat, ticket systems, and email.
2. Offer incentives to loyal customers. For example, start a program that gives them coupons or discounts after they've purchased a certain dollar amount in products or services.
3. Give free gifts with purchases. Everyone loves freebies and they don't have to be expensive to make an impression.

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4. Give a money-back guarantee. New customers are more likely to try your product if they feel that they have nothing to lose.
5. Consider hosting a customer appreciation day. Invite customers and prospective customers to a special website page and provide information, activities and prizes.
6. Provide your customers with high quality product or service. This is fundamental and absolutely essential. If you have an inferior service or product, the best customer service in the world will not be able to save you.
7. Allow flexibility. Enhance your customer's experiences by allowing flexibility in your policies and procedures.
8. Create a good first impression by answering the phone or greeting a customer promptly and with a professional and friendly greeting.
9. Prompt response. Return voicemail messages and email messages promptly. We've become an immediate society and when messages are not returned within 24 hours, it signals to your customer that they are not important to you.
10. Maintain a positive attitude when interacting with your customers - smile, it's contagious. Even when you're on the phone or online a smile really does translate through your interactions.
11. When talking on the phone with a customer, let them know that you're listening and paying attention.
12. Appreciate customers with a "thank you," followed by the reason for the thank you. For example, "Thank you for pointing that out to me."
13. Provide assurance to your customers by demonstrating that you will be responsible for their concern. You can accomplish this by making a statement that makes a promise. For example, "I will take care of this problem immediately. If it's not resolved within 24 hours, please call me back."
14. Complete your conversation on a positive note by acknowledging or appreciating your customer in some way. For example, "I'm glad that we were able to help you." This helps to end the conversation positively and set the tone for your next interaction.
15. Resolve to not react personally to what other people are feeling, how they're acting and what they're saying. Remind yourself that their emotions are not aimed personally at you but at the situation. This will allow you to stay calm in all situations and manage conflict professionally.
16. Offer a number of options and give your customers and prospects choices. Choices make them feel like they're in control.

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17. Whether you're on the phone, via email or participating in social networking, listen to what your prospects and customers are saying. This will give you valuable information to provide a better customer service experience in the future.
18. Make the extra effort to show your customer that you care. Mistakes happen, use them as an opportunity to build your relationship. Go above and beyond simply rectifying the mistake, personally call to apologize, send a note, or a gift.
19. Blog to connect with your customer on a personal level. And one of the great features about blog technology is that you can write your blog posts in advance and schedule them to be posted each day, thus supporting ongoing communication.
20. Consider outsourcing your customer service if you sell products. Round the clock customer service enables your customers to ask questions and get a response right away and enhances the possibility that they'll actually make a purchase. You can outsource this type of customer service or utilize a software solution. Services like Live Chat have improved conversion rates for some businesses by as much as 20%.
21. Use an autoresponder to follow up with inquiries. They can easily be set up to confirm receipt and to let your customer know how soon they'll be hearing from you. It's just good business to respond to customers immediately and autoresponders make it possible to manage this task because you can't be on the computer 24/7.
22. Use autoresponders to say thank you for purchases and opt-ins. Let your customers know you appreciate them automatically.
23. Be available. Make sure your contact information is easy to find. And that your hours are posted. You don't have to be available around the clock, assuming you have a FAQ page and a customer service form on your website.
24. Track the data. Keep on top of what your customers need with surveys and polls. Use tracking and testing measures to make sure you're offering an exceptional custom service experience.
25. Make sure your shopping cart experience is perfect by tracking the data and making sure there are no kinks in the buying process.
26. Stay on top of the fulfillment process to make sure customers are receiving the product how and when they expect to.
27. Follow up with your customer from time to time to make sure they're happy and to see if there's any way you can help them.
28. Offer help even when there's nothing in it for you. Social networking is an easy way to start this process. You can respond to questions on social networking sites, forums and blog posts to help people resolve problems.

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29. Make your website easy to navigate. Offer search features, easy categorization, and an easy purchasing process.
30. Make your return process as painless as possible. There's nothing worse than sending a product back, not knowing if they received it and waiting and waiting for your refund. Give your customers a way to track their returns and refund their money promptly.
31. Say 'thank you' whenever possible. Let your prospects, visitors, and customers know you appreciate them.

## Conclusion

Think about the retailers and service providers you do business with. Do they provide good customer service? What about the places you frequent that provide exceptional customer service – do you rave about them to your friends, family and associates? Do you go back to them again and again?

Good customer service does more than put a smile on a customer's face. Good customer service is good for your business. Good news spreads like wildfire online and builds your business the right way.

Use the technology available to you to create an exceptional customer service experience from the moment your visitor hits your website until they receive their purchase and beyond. Stay in contact with them always letting them know how you can be of service and always stay in touch with your prospect's needs and wants. That's the heart of exceptional customer service.

To Your Success!

Jens P. Berget

PS. [You can earn money by giving away this free report.](#)

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