

Above & Beyond Customer Service: Turn Your Customers Into Brand Evangelists

Now, it's time to dig deep and learn more about yourself. Try to find a quiet place so you can spend some time reflecting on the questions. Share your honest thoughts here – there's no judgment or right answer. You are free to journal, brainstorm, and doodle in this space.

[From: Using Follow-Up Emails and Autoresponders]

Journal Your Thoughts

1. How do you welcome new customers?

2. Is your autoresponder set up to periodically follow up with your customers or clients? If not, what could do to get that done?

3. How often do you send out status updates? Have you talked with your clients to see if they want more frequent updates?

[From: Making New Customer Phone Calls]

Journal Your Thoughts

1. Have you ever had a brand reach out to you after making a purchase? How did it make you feel about the brand?

2. Think about the brands you love for their customer service...what words come to mind when you think about them?

3. How could you make sure that your clients love your brand the same you love the brands you mentioned above?

[From: Using Postcards and Send Out Cards]

Journal Your Thoughts

1. How often do you send cards to your customers through the mail? If not, is there something stopping you from doing this?

2. What's one event that's happening in your client's life right now that you could celebrate by sending a postcard?

3. Do you have a system in place to help you remember the birthdays of your clients?

[From: Membership Conservation Efforts]

Journal Your Thoughts

1. What are some of the ways that you're already working to retain subscribers?

2. How often do you surprise your subscribers with something unexpected and awesome? If you haven't done it recently, what could you gift them this week that would remind your subscribers you care?

3. Do you personalize the emails you send customers? If not, could you try it for a month and see what happens?

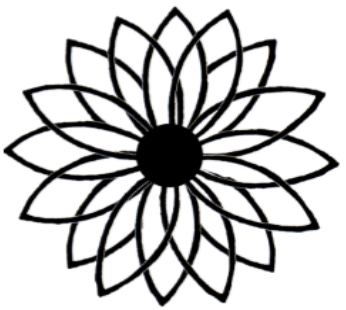
[From: Invite Participation: Surveys, Suggestions, Testimonials & Case Studies]

Journal Your Thoughts

1. How often do you send out surveys? How does the information you get from the surveys shape the direction of your brand? If you're not getting any useful responses, have you thought of asking another business owner to look at your questions?

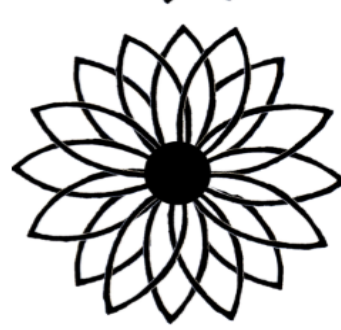
2. Do you have a suggestion form on your website? If so, is it placed where your community can see it?

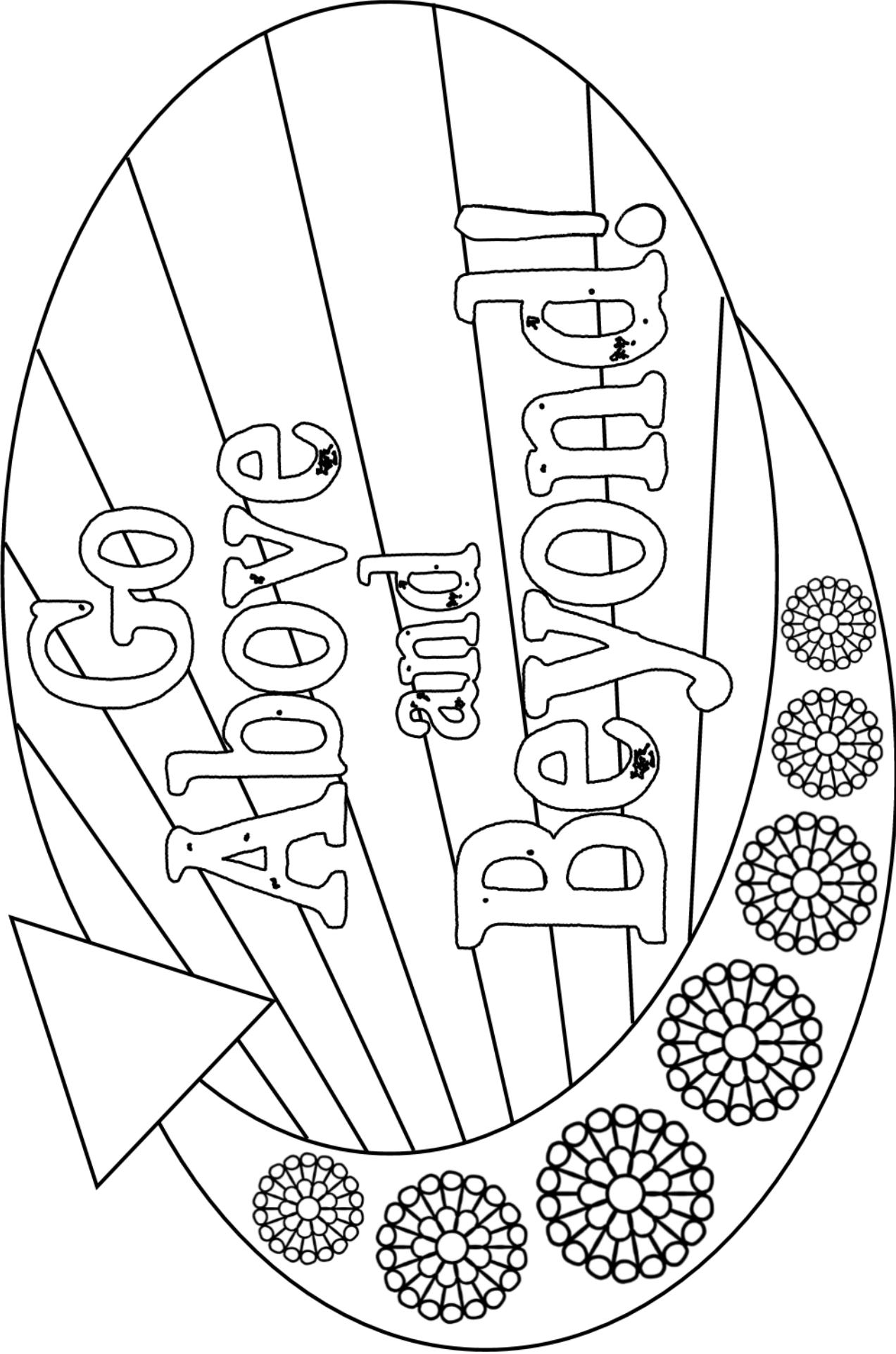
3. Which of your customers would make great case studies? Have you reached out to ask if you can feature them?



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