

# TCFCR



## CX Pros Share Their Repeat Business Tips





*The stories you tell can make or break your business: no pressure. Find your unique story and share that to grow your customer community.*

**Repeat Business Tip #1**

## Repeat Business Tip #2

*Our research continues to suggest that customers are willing to spend more with companies that have a reputation for providing great customer service.*



-  @colinsataylor

*Put the customer at the center of everything you do. Every change or modification to processes or procedures needs to be assessed based on the impact it will have on a customer.*

**Repeat Business Tip #3**

**Repeat Business Tip #4**

*Sell as if you're a consultant - not a sales rep who pushes products. Develop an outside-in mindset and stay engaged with your clients outside of the sales cycle.*

-  @Mike\_Kunkle

-  **@mikewittenstein**

*Devote some of your social media messaging to congratulate clients on what they've achieved with whatever services/products you've provided to them. Share the spotlight and make your client the star.*

**Repeat Business Tip #5**

## Repeat Business Tip #6

*Repeat business is about staying top of mind with your clients. Leverage the i3 model.*

*Share information that's relevant to their business, extend invitations to events (your own events or industry/networking events) and make meaningful introductions to help them further their business.*

-  **@StanPhelpsPG**



*There are just SO many ways to use Digital to enhance customer experience, you can easily use too many tactics and find yourself annoying the very customers you are trying to cater to. Restraint and a real understanding of your audience's preferences is more important than ever!*

## Repeat Business Tip #7

## Repeat Business Tip #8

*Guest blogging is a great way to drive traffic to your website. Do your research to find website looking for guest bloggers. Make sure they allow you to link back to your website along with allowing you to use some of your current blog posts.*





*Every buyer is a potential collector. When you treat all your customers like collectors, your relationships with them will continue long after you've closed your first sale, and they will come back again and again.*

**Repeat Business Tip #9**

## Repeat Business Tip #10

*Know your customers' pain. What are they using your solution to solve? How can you help them solve it better? Or, how can you help them solve adjacent problems?*







*For G.R.E.A.T.  
customer service,  
remember: Greet,  
Relate, Empathize,  
Attitude, and Thank.*

**Repeat Business Tip #11**

## **Repeat Business Tip #12**

*One of the best ways to keep  
a customer is to listen. Not  
just when there's a problem,  
but in any interaction. Listen  
carefully to what your  
customers are telling you  
and proactively look for ways  
to serve them so well they  
wouldn't dream of taking  
their business somewhere  
else.*





*It's all about easy customer experiences. If you want customers coming back, decrease customer effort.*

*Customers will flock to businesses that make their lives easier and better.*

## Repeat Business Tip #13

## Repeat Business Tip #14

*Treat smaller clients and prospective clients well. You never know who they may refer you to. Also, an individual contact may wind up working for a larger client in the future. They'll remember how you made them feel.*







*The best way to generate repeat business is to create positive, emotional experiences for customers. How customers feel about experiences are based on how they remember experiences, and how they remember experiences is dictated by the emotion they felt during them. If you can identify the make-or-break moments in your customer's journey and both minimize potential issues and maximize potential WOW moments at that touch point, you can set your team up to create deeper and more memorable experiences that leave customers ready to come back for more.*

## Repeat Business Tip #15

## Repeat Business Tip #16

*Show your customer how much you care about them – it's simple really!! From remembering their name, to giving them something they did not expect, to showing empathy with their situation when something goes wrong. Corporate attitude was the number one reason that defined what makes businesses the most customer centric in research I conducted in 2015 – having the right attitude will see customers coming back to you again and again.*





*Continually seek feedback from clients and employees for opportunities for growth. Disruptors in business do not maintain the status quo. They look for reasons and opportunities to shine for their customers, which in turn makes the company outshine their competition.*

## Repeat Business Tip #17

## Repeat Business Tip #18

*To generate more repeat business invest in the relationship not the transaction. Beyond delivering what you promised in the first place, your interactions with the customer before, during, and long after the sale must say to them you matter. Not only will they come back to you, they will refer new customers who will come back to you too!*





*Deliver on your promise. Every brand has a promise—spoken or not—to deliver value to customers in one way or another. In order to retain customers, your brand must deliver—consistently—on that promise, whether it is low price, durability, eye appeal, luxury, or whatever. Brands that deliver on their promises build loyal followings and engaged repeat customers.*

## Repeat Business Tip #19

## Repeat Business Tip #20

*Always make it very easy for your customer - very easy to start, very easy to stay, and very easy to earn - in everything that you do, be it about sales, marketing, service, support, HR, admin, purchasing; everything!*





*Calculate your lifetime customer value and the impact of changes in retention/attrition rates on that lifetime value. Then use this information to justify investments in customer retention that get everyone, including the CFO, onboard. Sometimes people find calculating the impact of changes difficult.*

**Repeat Business Tip #21**

## Repeat Business Tip #22

*In social media marketing, listening and engaging are still the secret sauces. Being creative and agile in tech and social will keep you ahead of your competition!*





*It's not what you know,  
it's not who you know,  
it's WHO KNOWS YOU.  
It's your job to ensure  
people think of YOU first  
whenever your topic  
comes up!*

**Repeat Business Tip #23**

**Repeat Business Tip #24**

*Answer customer  
questions in blog  
posts. Helps SEO  
and traffic!*





*Trust is the soul of sales. As salespeople deliver on all promises, and beyond expectations, trust and credibility build, as does admiration of who they prove to be. Client loyalty in the form of repeat business naturally follows.*

## Repeat Business Tip #25

## Repeat Business Tip #26

*You get the customers you want, by being just a little bit better to the customers you currently have. No one believes how great you are when you're the one who has to tell them, so simply give your current customers a reason to tell their universe how great you are. The best part is that you don't have to do anything amazing. The customer service bar is set so incredibly low (think airlines or trying to reach an actual person in a customer service automated phone hell,) that all you need to do is the most basic of things - follow up - smile - take responsibility when something goes wrong - the little things that cost next to nothing will not only bring you all the repeat business you want, but will turn your current customers into Zombie Loyalists, who will go out of their way to do all your PR and marketing FOR you.*







*Earning repeat business is simple. You must be repeatable. That is, provide a customer experience so good your customer won't consider other options and they'll repeat--talk about--the experience to everyone they know.*

## Repeat Business Tip #27

## Repeat Business Tip #28

*Your best marketing doesn't come from the marketing department. It comes from your customer service. Be so good throughout your customer's journey – at every interaction or touch-point – that the customer not only wants to come back, but also evangelizes on behalf of your company. Hence, the term, word-of-mouth marketing. The perfect situation is when customers tell their friends and business associates about not only the product they love, but also the company from which they bought it.*





*Customer Experience today demands a balance of high tech and high touch. Done right, you've got an advantage your competitors can't match.*

**Repeat Business Tip #29**

## Repeat Business Tip #30

*A customer can be completely satisfied with a product or service but not return. However, the relationship with an individual representative has the potential to create loyalty and have customer return.*



# Repeat Business Tip #32

*Businesses spend lot of time, money, and resources to win back customers. They offer the best price, service, and special features to regain their customers. All of this is a must in today's competitive business environment. But do you know the secret on why consumers are loyal to their brands? How some successful companies get a customer for a life time? It's the personalized connection that they create with each customer. Every customer is unique and so are their personas, needs, and preferences. The key to create a personalized connection is by understanding and listening to your customer's experience. It's very helpful to know why in the first place did you lose the customer? What triggered the customer's emotion and decision making? Was it a poor customer service or marketing miscommunication or operational glitch or overpricing? The reason could be anything. If you measure the customer experience and establish a personalized connection then you have huge opportunity to win your customer's faith, trust, loyalty, and lifetime subscription to your product or service.*

-  **@kapilpoojari**

-  **@Brian\_G\_Peters**

*Business folks everywhere are starting to catch onto the power of Facebook Advertising and the massive potential it has in increasing customer retention through the use of retargeting. After setting up a Facebook Pixel on your website you can deliver custom content/promotions/upgrades through targeted ads based on people who have completed a specific action on your website. For example, you can deliver cascading promotional discounts based on the number of times that people visit your pricing page - for those who visit once (10% discount), for those that visit twice (20% discount), and for those that visit three times (30% discount). This is just one example of the endless opportunities to sell to customers who are interested in your product or service.*

# Repeat Business Tip #31



*Cash Flow has a direct correlation to customer experience.*

**Repeat Business Tip #33**

**Repeat Business Tip #34**

*Customers are the new authority source. How would your brand be loyal to them?*





*Don't get caught in the Double Helix Trap! Many small businesses only do marketing when they have no sales. But as soon as they get new sales, they get busy and stop doing marketing! This keeps their business flat. Instead, put together a systematic automated marketing plan that is always generating new leads no matter how busy you get!*

## Repeat Business Tip #35

## Repeat Business Tip #36

*In the sales world, you'll often hear sales managers lament when someone on their team fails to "ask for the sale" at the close of a product presentation. My lament is that too often businesses don't "ask for repeat business." A customer has a positive experience either on-line or in a brick-and-mortar store. As they are leaving they might receive a polite thank you but a bigger opportunity is missed. What if every time you "asked for" or gave a "compelling reason" to have that customer return? After a thank you, wouldn't it be great if customers heard an ask or invite? You could share something like "I look forward to seeing you again," or "given what you bought today you'll be happy to know we'll have similar items coming in next week", or "I hope you will come back again soon, and tell a friend. We thrive on repeat business and referrals."*





**@CraigMJamieson**

*It's pretty simple. If you want to generate repeat business...don't act like you are working to secure their business, act like you actually work there. This means that your focus is on putting the interests of that business, in ways not even related to your services, above all else. When you operate as an employee would, soon you will be perceived as being a valued team member and a trusted advisor, rather than as a vendor. Vendors bid on new work, insiders do not.*

## Repeat Business Tip #37

## Repeat Business Tip #38

*Listen, always add value, and be where they are. First, ask questions and listen for the answers and they will tell you what they want. Second, always add value: look to the long-term and help the buyer at all costs...provide data, articles, or any solutions you believe will help them solve challenges they've shared. Finally, respond to them timely and in the way they want to engage.*



**@JillGoldworn**





*Make it a business priority to focus on deeply understanding the unique needs of your customer, and being honest and transparent about how you can (and cannot) help to meet them. If you're creating authentic value, you aren't selling a commodity: you're offering something truly unique. This unique value proposition removes your business from being perceived as a commodity and fluidly encourages repeat business from your customers.*

**Repeat Business Tip #39**

**Repeat Business Tip #40**

*Make it better  
than it needs to  
be.*





*Many people have had the experience of buying something from someone (e.g. a car, a house, an insurance policy et al) and never again hearing from the person who sold it to them. When it comes time to buy a similar product again, these same customers act out of human nature and take their business somewhere else — simply because they feel neglected. So my advice to sales people & business owners is to find ways of reaching out to people in unique ways throughout the year. Send a real card on birthdays. Send customers articles that relate to them personally. The more thoughtful & personal you can make these the better (and avoid putting a sales pitch on at the end). When people feel you really care about them, and that you are not seeking a sale every time you connect, you'll win them for life.*

## Repeat Business Tip #41

## Repeat Business Tip #42

*Tell the truth. Be a person of quality, integrity, character, of your word.*





*One thing your customers will appreciate is value. Give this to them via your excellently written blog posts containing achievable tips, which they can implement immediately and that will make a difference to their lives or businesses. Another thing your customers would appreciate is feeling part of a community. Ask your blog readers for feedback in which you will use to improve your business and/or products and services to help them even more.*

## Repeat Business Tip #43

## Repeat Business Tip #44

*One way of getting repeat business is to continue the communication with customers on a regular basis after they buy. Too often we buy and then don't hear from the supplier any more. Make sure there is some scheduled communication that automatically goes out to customers based on what they purchased. During these email sequences you can provide opportunities to the customer to continue spending!*





*Regardless of your role in your organization, listen to your customers. You'll undoubtedly notice, especially on social media, that companies are talking to customers all the time, but few are listening. Take the time to listen, whether on frontline customer service interactions or through a feedback survey, and create a system to close the loop. This practice will quickly set you apart from your competition.*

## Repeat Business Tip #45

## Repeat Business Tip #46

*So, your product or service is wonderful, your customer service and customer experience is good too and your customers are hungry for what you provide. You're getting to know your customers, building trust and insight and keeping your customers for longer. But, your growth is being held back because your customers are not referring you on to new customers and you're stumped as to why not. Now, words of wisdom can come from unusual places and many of them tend to be statements of common-sense that isn't that common. This time the words of wisdom come from my Mum (and probably everyone else's Mum too for that matter). Remember, the saying: "If you don't ask then you won't get" This is a statement of the obvious but many firms don't ask for referrals from their customers and assume that they will flow naturally if they do a great job. This can happen but it is not guaranteed. The danger being that your business is not always at the front of your customers mind. So, if you want them to introduce you to, or recommend you to someone new, then sometimes you just have to ask.*





*Stay connected with your customers. Email is an incredibly effective way to start or continue a dialogue with your target audience.*

**Repeat Business Tip #47**

## Repeat Business Tip #48

*The community around your brand/idea is the engine of your business. Gather your co-thinkers in one place, and give them freedom to discuss everything they need. This is where a social networking website will come in handy, giving you freedom to directly communicate with your audience. It is also a good way to add personalization - get to know your audience better, and share something cool about yourself or your company. Plain posts on your blog are just not working anymore, you need real conversations.*



# Repeat Business Tip #50

*Think ahead. It's always easier to get a customer to make a second appointment for your services when they are standing in front of you.*

*Speak with your customer about booking their next appointment before they walk out of your facility. Do you have an online business? Enable customers to set up a subscription or automated ordering process so that additional products or services are automatically delivered to the customer over a specific period of time.*

-  **@LisaMasiello**

-  **@annettefranz**

*The problem that we see with businesses today is that they're more focused on acquisition than on retention. They must realize that when they focus on retention instead, the business wins in many ways. How do they shift from acquisition-thinking to retention-thinking? Listen to the customer. Make it about the customer. Create and support a customer-focused and customer-centric culture. Do everything in the best interest of the customer. That means focusing not only on the customer experience but also on the employee experience, since employees are the ones delivering the experience that will bring your customers back.*

# Repeat Business Tip #49





*To be truly customer-centric, stop focusing on customer service, and focus on the service itself.*

*Customer-centricity is not about engaging with customers, it's about making sure your service helps them get a job done better than your competitors. Focus on the jobs customers are trying to get done, not on the customers themselves.*

## Repeat Business Tip #51

## Repeat Business Tip #52

*To create repeat business, brands must focus on developing deeper customer relationships that are built on ease of use and personalization. With many channel options and technology choices, brands must understand the customers' needs and preferences and offer service in a way that is effective and meaningful to the individual relationship.*





*To retain your hard won customers, take the time to develop a high quality customer on-boarding process. This means examine how you communicate with new customers and provide them with the information they need to get the most out of your product or service. At a minimum, include your landing pages, thank you pages, and welcome emails. Where appropriate offer a targeted welcome email series or training.*

## Repeat Business Tip #53

## Repeat Business Tip #54

*When generating more customers to come back and purchase from you, it all goes back to three things: proactive customer service, high-touch service, and finding the right metrics. When it comes to having proactive customer service, our internal team reaches out to resolve issues that are found in product reviews or NPS comments immediately. This shows that we truly care about our customers and are actively seeking out problems. Our customer happiness team is also known to send hand-written thank you cards and OOS replacements. Along with thank you cards, we also send birthday cards. As a company that wants to be known as the most people focused brand, we truly want to show our customers that they matter. Last, when trying to find the right metrics, we tend to focus on CSat and hold times instead of call times. We want our touches with each customer to be not only effective, but efficient.*





*Whether you are a big business, a small shop, or a nonprofit...when developing pitches, pleas, strategic plans, and sales goals, at the end of the day keep in mind that we are humans connecting with other humans. Numbers can tell all kinds of stories, and often leave out the human component. If a plan feels wobbly or something just isn't sitting right, run a humanity check. Chances are, that in a flurry of reports, and demands, and one more sale, you left that part out. We're all in this together :)*

## Repeat Business Tip #55

## Repeat Business Tip #56

*Your customers and prospective customers are interviewing your company every time they interact with one of your employees. Suggest they act as if it is a first date, with the hopes of getting a second date. Aim to impress and be on your best behavior. Be genuine and attentive. Customers crave that and don't get it from many companies they deal with.*





Our brains are very social, and we have a need for belonging & connection, so leverage that knowledge when it comes to you putting in place a series of strategies to generate more repeat business. My favourite 'Mountain Moving Mindset' strategy is an inclusive one and is for you to come up with a series of words, ideally linked to your brand name, and use these in your communications. This will make your target audience, inc. your existing clients, feel like they belong, thus will be more attracted to you and your business. For instance, my brand name is 'Mountain Moving Mindset' and I refer to my leads and clients as 'Mountain Movers'. Which words could you come up with to strengthen your brand and connect & attract with your clients for more repeat business?

## Repeat Business Tip #57

## Repeat Business Tip #58

*I believe that trust is the biggest element of value in business that is NOT being managed. Every company needs to be explicitly measuring and managing trust internally and externally to recover lost ground and/or protect the trust they've built, recognising it for what it is – one of your (if not the) most valuable business assets. Trust is especially foundational to good business in the B2B context, and my colleague at Customer Attuned Ltd Mark Hollyoake defines it as: The willingness to be vulnerable to another party and the decision to engage in actions based upon an understanding of their ability, credibility and the expectations of mutual value exchange over time.*



# T C F C R



**Click here to stay  
up-to-date  
with the  
latest CX  
trends!**

A blue icon featuring a white thumbs-up gesture. To the right of the hand is a blue rectangular box with the word "LIKE" in white. Below this is a blue arrow pointing to the right, containing the text "& SHARE" in white.