

Are You Achieving Customer Loyalty?

By Kellie Marzolf

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In today's marketplace the old saying, "the customer is always right" affects every one of us in different aspects. Do you think of this saying when dealing with your customers? Are you achieving loyalty from your customers or readers?

There are a few things you can do to easily accomplish this important task. Many have different ideas as to the best approach. Regardless of how you go about it, your goal should always be to forge a mutually beneficial and long lasting relationship with that person.

One way to get started is to make a pact with yourself that you will not only help your customers, but you will go above and beyond their expectations. When you receive a letter of complaint or a problem, don't take it personally, and respond as quickly and politely as you can. No one likes to be left hanging in the wind wondering if and when their problem will be resolved.

You have to remember that often times, when you receive this persons complaint or problem, chances are they are at the point of frustration. What seems like something minor to you may be something major for them. Personalize your interaction with them as much as possible, so you seem like a real person instead of just a name and an email address.

Make it a point to empathize with them and tell them you not only understand their problem but that you are going to make every effort to fix it for them.

Always remember to let them know they are important to you and they can contact you if they should have any further questions, concerns or ideas. Feedback is very important in any business. Make it easy for them, give them the feeling that you are approachable. If you take some simple steps to assure your customers you are there for them, you will be surprised at just how loyal they will be for years to come. Treat them right and they'll treat you right.

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