

## Critical Customer Communication



stand out from the crowd  
with trusted marketing support & advice

### Remember:

- 1 Make information easy to consume - do not over complicate your message.
- 2 Your customers can help you sell. Customer case studies and testimonials, reference site visits, customer satisfaction results are all
- 3 Vary your communication methods; email, phone call, face to face meeting etc.
- 4 Take time to understand customer issues, complaints and observations. Perception is reality.

If you do not give your customers good reason to stay, your competitors will give them good reason to leave.

Customer retention and satisfaction drive profits. It's far less expensive to cultivate your existing customer base and sell more products and services to them than it is to seek new, single-transaction customers. Most surveys across industries show that keeping one existing customer is five to seven times more profitable than attracting one new one.

When you talk to anyone in business they know these important facts and understand how important customer communication is, but it always seems to take a back seat. That is unless you have a Customer Communication Programme in place that rolls on a regular basis and that you keeps your customers in mind everytime you: close a piece of new business, extend your product and service offerings or sign new Partners. Keeping your customers informed is key to retaining them as customers.

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Build customer relationships and acquire new customers through recommendations and referrals.



## Common mistakes:

### **Assuming your customers 'know'** -

Customers do not learn through osmosis you have to talk to them.

**Too much information** – Talk about the things you know are important or are of interest to your customers.

**The last to know...?** – Your customers are your VIP's send them the important announcements before you tell the rest of the world.

**Poor data quality** – when a prospect becomes a customer include them in your regular communications.

**Restricting your audience** – Don't just talk to the key customer contact(s) you need to expand your network of relevant contacts within your customer base and communicate information that is relevant to them. One person may well have signed your contact but more than one person decides whether or not to use your solution.

### **Do you need support?**

We trust you have found this useful. If you are still a little unsure, or you need some help, email:

[info@bluedaisymarketing.co.uk](mailto:info@bluedaisymarketing.co.uk).

There are a number of common customer communication techniques:

**Customer Newsletter** - A quarterly email and web-based newsletter is a quick and easy way to communicate lots of information. Given an attractive, easy to populate template these newsletters can be rapidly designed and delivered. Information is in short, easy to consume blocks, they simply click on the links that are useful to them and discard the rest.

**User Group Meetings** - These are usually a quarterly event with a customer presentation and a quick update from the supplier. With the formal part of the day over the forum should encourage networking and exchanges of experience between users.

**Customer Networking Sessions** - These are less formal events and usually take place over lunch or dinner. The key here is information exchange. These events are more likely to be smaller events with people from either the same vertical market or job title to add more value to the event.

**Customer Satisfaction Survey** - These are worthwhile doing, regardless of the results. A poor Customer Satisfaction Survey provides room for improvements with key areas to focus on identified by the results of the survey. A good set of results will also show areas for improvement, but will ensure that your organisation keeps the satisfaction levels high.

Design your customer communication plan around the needs of your installed base. Ask what they would like to know, how they would like to be told – and deliver to them.