Marketing on 6th NYC Advises Small Businesses on How to Implement Good Customer Service

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With good customer service becoming more important than ever in the digital age, Marketing on 6th NYC looks at the dos and don'ts of customer service.

Customer service is extremely important because, not only does it keep a customer returning to the brand but it also helps a brands reputation which then attracts more customers. A study has proven that 80% of a business's future sales comes from just 20% of its existing customers which makes it all the more important to offer every customer a good service. Another study has shown that one third of customers will not return to a brand after just one bad experience. But for those customers who are pleased, they are likely to share their opinion on the brand through either word-of-mouth, social media or reviews. Marketing on 6th NYC points out that this will work as a free marketing campaign for the brand and is likely to attract much more custom. However, this can also be said for negative experiences and this could then damage the reputation of the brand.

Marketing on 6th NYC highlights that customer service can be tricky to get right. If a brand has little or no customer service a consumer will not return but if a brand is too over the top then this can also put a consumer off. The firm points out that there needs to be an in between level that is well above not caring at all but below in-your-face.

To help businesses get customer service right, Marketing on 6th NYC has put together some advice on the dos and don'ts.

Don't come across as creepy
It is important to make customers feel recognized and valued but it is just as important not to make them uncomfortable. This requires employees to be subtle, organized and polite. Sometimes it is important to learn about the customer to be able to decipher their needs and how that fits in with the service or product the brand offers but there is no need for the customer to feel as though their dental records will need to be examined. It's all about balance says Marketing on 6th NYC.

"Thank you, 'fill in the blank' for your loyalty"
Even if the creepiness is no longer occurring it's important not to sound wooden, scripted and utterly insincere. Being a little bit more personal will add quality to the service and make the customer feel valued. It is important to be genuine.

Make sure customer service is based on knowledge
Customers appreciate it when a business uses the knowledge they have on them, if it is done with sensitivity. It is possible to use technology to discover information about the customer that will make their experience more enjoyable. But it is also important to not let technology get in the way of humanness. What makes this less creepy is a real level of engagement.

Marketing on 6th NYC is an outsourced sales and direct marketing firm based in New York. The firm specialize in face-to-face marketing as they believe this provides the most valuable customer service experience. The firm connect with consumers on a one-to-one level because this allows them to have real engaging conversations with them and learn relevant information. This helps to make long-lasting and personal relationships that in turn improve customer acquisition, brand loyalty and brand awareness.

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