



**BULLETPROOF YOUR BUSINESS ESSENTIALS**

# **5 WAYS TO IMPROVE CUSTOMER SATISFACTION IMMEDIATELY**

*By Christie Martins*

**Ways that you can increase customer satisfaction starting NOW.**

**Because happy clients = happy business (and you!)**

[www.christiemartins.com](http://www.christiemartins.com)

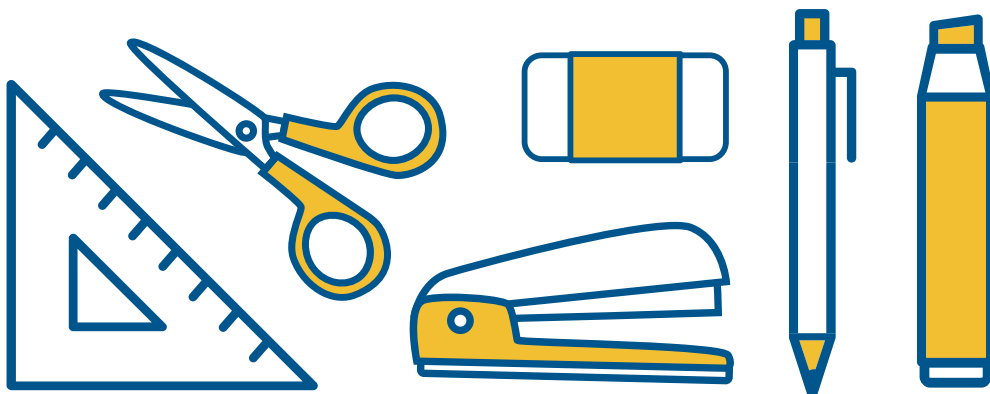
# WELCOME!

## This quick guide will go over 5 ways in which you can improve customer satisfaction starting TODAY

In today's busy business world most business owners become too focused on acquiring clients at the expense of neglecting their existing clientele.

We are taught to leverage social media, hashtag our way into followers hearts and create large tribes.

But none of that matters if you can't provide excellent service and satisfaction to your clients. In this guide we will go over 5 things that you can implement NOW to improve customer satisfaction!



# About me :)

I'm Dr Christie Martins and I'm passionate about helping businesses with the not-so-glamorous side of business.

Having worked in intellectual property for medical devices I later started a professional development company. While growing my business I found that ignoring things like securing intellectual property, not having proper customer satisfaction policies and not exercising caution when outsourcing led to a lot of grief for business owners and entrepreneurs. There seemed to be a common theme with businesses neglecting these simpler, smaller tasks. Sometimes ignoring these would end up costing them tens of thousands of dollars.

Being in professional development also showed me that so many high-level people have doubts and fear taking any further steps to improving and protecting themselves.

My speciality is bulletproofing you and your business by finding and enhancing the magic in your offerings while securing your intellectual property, policies and customer relations.

Customer relations is particularly important to me because I truly believe that your best work should be AFTER the sale. Our clients and customers are the reason we chose to embark on an entrepreneurial journey.

I can't wait to share my most important lessons with you :)

This guide has been specifically designed as a starting point towards protecting your business.

While I have taken utmost efforts to ensure the accuracy of the written content, you are advised to follow information mentioned herein at their own risk. The authors cannot be held responsible for any personal or commercial damage caused by misinterpretation of information.

All readers are encouraged to seek professional advice when needed.

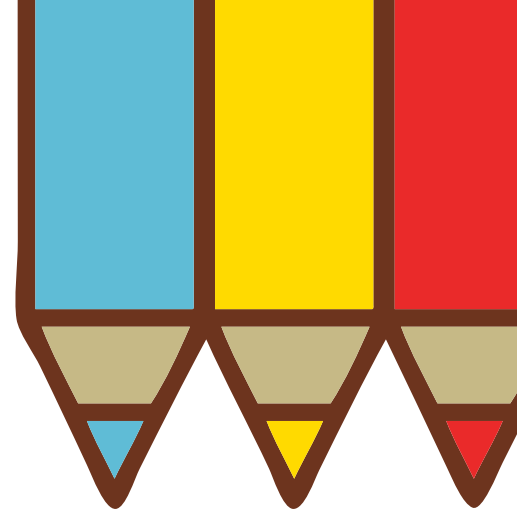
# 1) Celebrate your clients and customers

Clients are the lifeblood of a business and it is important to acknowledge their progress. This is especially true for service-based businesses but also true for product-based businesses.

You will be surprised with the impact even a little encouragement can bring. You should be able to give them a specific scenario that they have done particularly well in. Providing specificity is key for impact here as opposed to a generalised compliment that can be just brushed off. This being said any celebration is better than none and sometimes you can get away with sending out a general message of gratitude.

A specific example of this is a fitness instructor showing side-by-side progress photos or a business coach going over profits and revenue made compared to when they started. For those who operate in products - most stores celebrate purchases through loyalty and referral plans.

Your aim is to make your customers and clients like the VIP they truly are while also gently reminding them (and yourself) of the value and insight you have brought each other. Business is about continual growth and too often we forget that we as business owners also grow alongside our customers.



# Action steps

What is one generalised way that you can thank all of your customers at the same time but still make it personalised?

Some examples are:

- Thankyou post on social media
- Use emails with you own personal touch to them
- Create a video message/ facebook live where you look down the barrel of the camera and talk to your audience as if they were sitting in the room

Now think of some ways in which you can personally thank your clients

- You can send a personalised gift
- Thankyou cards (handwritten may seem like an old art but it is always appreciated)
- If you don't have time to sit down and write out something you can always send a tailor made email where you go over a client's specific achievements since their time working with you.
- Going over their progress during sessions. Be vividly descriptive in how they have improved.

## 2) If you can track it you can improve it

Following on from the last point it is vital to track the progress of your clients. If you don't then you won't know what needs to be improved (and you can't celebrate their milestones.)

I always compare this type of tracking to a proud mother keeping milestones of her baby. It is so important not just to celebrate the wins but to also see if there is anything not going to plan.

Simple tracking consists of looking at the bigger picture such as program completion rates, lead generation and attendance numbers to things such as your webinars and Facebook lives. These metrics are generalised reactions to your content. Based on this you can tweak your offerings until they are optimal for your general audience.

More complex tracking include targeted user experiences like check-in calls and progress surveys. These are usually needed when you are ready to scale your business.

The above things are encompassed in a field called customer relationship management (CRM). CRM is about the 360 degree look that technology can provide us into customer behaviour. While the term has become more popular with advances in technology CRM is still a relatively new field.

There are many different types of CRM software that aim to keep track of customers and give advanced statistics on things such as buying and purchase behaviour.



# Action Steps

Find ways of tracking your general audience:

- You can use different specialised tools such as Google analytics and Facebook pixel to see who is visiting your website and what their actions are on your page. These are quite advanced but will help you to see what is popular on your page and how you can better serve your customer.
- Use 'meatier' metrics like user engagement and click-through rates. Things like how many followers you have on social media don't matter. Because if no one is buying your content then your business won't be profitable.

Tracking progress in clients:

- If you are doing tangible work (fitness, landscaping, home improvements) ensure that you always take progress photos in addition to before and after ones.
- Create a survey halfway through your program so you can serve that client better. Most people fall into the trap of giving the survey at the end. While you can use that information to help future clients, it definitely won't help your current client.

Check if your customer support is satisfactory

- Find out how many complaints/ queries you respond to. If they are beginning to become too many you might need to start looking for a virtual assistant to support you and your growing business.



## 3) Be responsive

Always remind your clients that stellar customer service is available if they need it. If you think that an email will take longer than 12 hours to respond to it is best to get your autoresponder to acknowledge receipt of their query. In this email thank them for their question and let them know that their query will be answered soon.

Contrary to popular belief there is a very different way that you need to treat your clients as opposed to your prospects. Think of it like a typical romance. When you date, you have a relationship trying to 'woo' your potential clients without spamming them or being too in their face. But once you are committed one of the main keys to any relationship is communication!

You can also create a message above your contact form to let people know that it may take a while to respond.

While scaling it is worth looking into things like messenger chatbots, website instant message services and outsourcing to ensure that your clients are able to get support.

Responsiveness isn't solely reserved to messages and queries. It is a good idea to hire someone to do a sweep of your online reputation and ratings as it ensures that you don't give a reflexive reaction to any negative comments. Afterwards you can reach out to anyone who is not satisfied to offer a solution and thank those who have taken the time to give you praise.



# Action Steps

Investigate the ways in which you can automate some of your messaging systems so you can keep in contact with your clients at all times, even if you aren't physically there. Here are some that you can look into:

- Email autoresponder (Mailchimp is free to begin with and has a lot of amazing features with their professional add-on).
- If you do have an email responder already make a separate contact form sequence so that when people make an enquiry they will get an immediate response.
- Facebook messenger bots. There are quite a few different ones that you can get at a very affordable cost.
- You can insert a chat system on your website to help visitors with any real-time questions.

Do a sweep of your online reviews (or hire someone to do it for you). Thank people who have left you good reviews, and address those that were not-so-positive. If you have a bad online review, you can check out my article on it on Soar Collective.

[Go to article](#)

# 4) Lead by example

You are the best example and advocate of your work. Even when you gather a following you are still the leader. This is one of the many times in a business where you need to look introspectively to find your leadership style and develop it so you are in tune with your clients.

Therefore your policies, warranties and guarantees should reflect the values that you represent.

If you are able to genuinely showcase the values you stand for you will attract the right customers who will enjoy your products and services.

Even the behaviour you exercise as a representative of your brand has a big impact on customer satisfaction. That is why it is so important to determine what type of leader you are. There are many different types of online tests that can guide you on what type of leader you are.

What makes this easier for me is to sit down and go over mission statements and my goals for the business. It helps me to remember why I started and the relationship I wish to develop with my clients.



# Action Steps

Write out what your core values are. For those who have been in business for a while this will be in your mission or vision statement. These will enable you to hone in on your businesses' moral compass.

From this you should have guidelines as to how you will treat your customers. When your business grows exponentially this will be crucial when hiring or outsourcing staff members.

Take a look at your brand. Not just your colours and fonts, but also the way in which you want your business to be represented. These are things such as values, your tone of speech and any personal touches you might want to add to your business. Some things to consider:

- Are you a high-end brand?
- Do you like to be a little offbeat and informal?
- Do you want to have a nurturing relationship?
- Are there ways in which your business can be relatable-sharing stories, testimonials, etc.?

# 5) Mitigate risk

Prevention is better than cure - especially in the business world.

Customers are more likely to purchase if there are solid guarantees coupled with a promise of excellent customer support. Here we are talking about mitigating risk for the customer so they are encouraged to purchase.

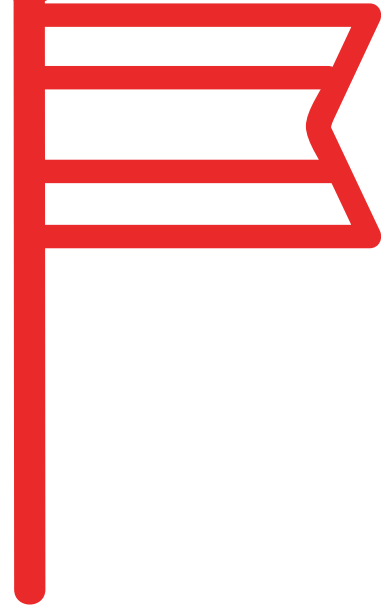
There are many factors in mitigating risk. These include screening potential clients properly and checking your systems work flawlessly.

It is an incredibly big task. What can make this process easier is systemising your risk mitigation. Regularly check your website and products. Ask your clients and customers for feedback without spamming them too much.

By mitigating risks you will be saving time and money in the long run. The other major advantage of mitigating risk is that those who might be sitting on the fence about your programs will be assured that they will be taken care of even if they might not be happy.

Common strategies around risk mitigation for the customer include:

- Money back guarantees
- Free trial periods
- 'Freemium' model such as LinkedIn and Canva where they provide free options but you need to pay for upgraded features.



# Action Steps

Mitigating risk for the customer is an essential step in the foundation of client relationships.

When a potential client or customer is unsure about a product they will usually look for your customer satisfaction policies. This is why most shopping carts you encounter will have a 'customer satisfaction guaranteed' badge on it. Apart from the tremendous help that it gives in converting people to customers it has the added advantage of ensuring your commitment to customer satisfaction.

- Look over your customer satisfaction policies and keep only the customer's best interests in mind. Do a second pass through and find a balance between the welfare of your business and the client.

- Make sure you know exactly what is in your refund and return policies. Is there a way to make a customer satisfied if they are not happy with their purchase?

If you do have customer satisfaction policies in place, are they in an easily accessible part of your website?

# Join our free group!

Come by and join my free Facebook group, it's new so any questions you have will be answered thoroughly. My specialty is business protection so I'll be covering topics on customer satisfaction, policies, finances, taxes and other nitty-gritty bits.

I also have new content planned and will be posting it for free in the group so you can protect your business. The main focus of the group is 'Bulletproofing your business and you,' making sure that your business is protected, and your customers are satisfied!

Click the button below to join:

**JOIN FREE GROUP NOW**

Or you can go to:

<https://www.facebook.com/groups/bulletproofyourbiz>

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