

# QUICK BUSINESS BOOSTERS

21 Critical Touch Points  
That Significantly Impact  
The Customer Experience



**3d Consulting Services**

*Magnify Your Mission : Multiply Your Reach*

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Created by 3d Consulting Services

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## Introduction

How do you create loyal, lifelong clients who feel close to your brand and sing its praises to all of their friends and social media contacts? Simple: You offer excellent products or services and a client experience that is completely focused on your ideal client and their every need.

This report deals with the latter – how to create a client experience that escalates into a lifelong relationship and great friendship with them.

What many businesses don't realize is that it's not just the interaction you have with your clients that contributes to their experience with your business. Rather, it's every single point of contact you have with your client, whether in-person at your office, or virtually through social media or your website.

In truth, it's not only direct communication but also indirect communication that contributes to the experience.

In this short report, we're going to cover the important areas where you need to consider what your client experiences. You may understand many of these points already, but this exhaustive list will also give you more than a handful that you've likely never considered before. And for each touch point, you'll learn a few ways you're able to enhance the good feelings your client will experience here.

### 1. Your Office.

If you have a bricks-and-mortar office, this is possibly your most important touch point. Everything about your office, from the location and layout to the behaviour of the staff, is extremely important for creating a good experience.

- Smile. Create a work environment where everyone is smiling and friendly. It's a small thing that goes a long way in creating a good experience for clients.
- Be proactive, approaching clients first with age-appropriate greetings and sincere offers of help. Don't make them have to find an employee.
- Stay with a client until they have their question answered or problem solved. Never turn away, take a phone call, or start doing something else when you're dealing with a client. Give them your full attention until they're happy and on their way.

## **2. Advertising.**

Your advertising is likely to be the first point a client has any contact with you, so it's very important. This is what we call the awareness stage of the client experience, where the potential client is first discovering a business.

- Make creative advertisements that get people talking. Use your ads to pique people's curiosity.
- Target your advertising well to the media channels your target market uses.
- Make sure your advertising conveys your business' unique qualities.

## **3. Phone Calls.**

Zappos CEO Jeff Bezos makes all new recruits work on the phones for two weeks to get them into shape as far as client service is concerned. This is a very important touch point because like your advertising, it's one of the very early points of contact you'll have with a potential new client. Your call centre staff should be well trained and know how to make and keep clients happy.

- Ditch your automated system. Companies use automated systems because it's easier for handling a high volume of calls. But even if it means investing more in your call centre, do it. Your clients will be thrilled to hear a human being on the other end.
- Keep transferring at a minimum. Try to keep each client with one representative until the phone call is done.
- Give each caller your name and take theirs. Remember and use their name throughout the call.

## **4. Brochure.**

Your product/service brochure, both offline and online, is a touch point that's too often overlooked. It's not just a place for showing your products and services. It's also a chance to communicate to new clients what your business is all about. Brochures should always be designed with the client in mind.

- Tailor your brochure to your audience. Design it with their tastes in mind. A B2B brochure will look different than a B2C, and one for the under twenty-five market will look different to one for the over-fifties.

- Make your product/service descriptions are detailed and try to anticipate any questions that your client might have. If you find yourself with too little text, add tips, testimonials or other information to help clients make the right decision.
- Take the time to take great photos that show your business in the best light possible and provide as much detail as possible.

## **5. Word of Mouth.**

Word of mouth is an essential touch point but it's one you can't easily control, at least not directly. The way to maximize this touch point is to make sure everyone who deals with your business comes away happy. Then, they'll tell others about the excellent products and service you offer.

- Set up a referral program and reward clients who talk about your business to others.
- Aim to wow your clients by exceeding expectations. Go the extra mile. This is a good way to get people naturally talking about you to others.
- Identify your most influential brand advocates and get them to talk about your brand. Look to choose people who others see as a trusted source of information.

## **6. Testimonials.**

Testimonials from other clients that you use in your marketing materials are important. Aim to seek out testimonials from your target demographic. New potential clients will see in your testimonials people with similar problems and tastes as them, and this will help you communicate your brand.

- Never create fake testimonials. Always use real clients and give their name and any other information they're comfortable giving so others know they're real.
- Ask happy clients for a testimonial when they contact you with praise and positive compliments. You can also use their comments directly (for example, straight from the email they sent you).
- Aim to get testimonials from influencers and big names in your industry.

## **7. Marketing Emails.**

If you have an email list, every single email you send your list is a touch point. Make sure you have a "thank you" as a first message to subscribers. Your email messages should be well written and clearly communicate to your client the value your business offers.

- Keep all of your email messages focused on your clients' needs. They'll come to see you as a trusted source of information and this fosters a good relationship with them.
- Make exclusive offers to your subscribers. Make them feel like a private club. Treat them with respect and show you appreciate them.
- Use your email marketing to solicit feedback from your clients. Make it a two-way communication channel where they're able to contact you easily when you send out regular emails to them.

## **8. Community Events.**

Events that you sponsor or participate in are excellent touch points where you can connect with the public. These could be anything from educational seminars that are promotional in nature to fun family events where your business has a presence. At these events, seek out interactions with the public and keep these interactions focused on delivering value.

- When you're hosting an offline event or are going to attend one, start talking about it online in social media and on your website, and offline at your office and anywhere you advertise. This way, the clients start to experience it well in advance of the actual event.
- Likewise, document the event well and use it as part of your future marketing material to illustrate to new contacts to your brand, what you've done in the past.
- Don't spend time on offline events promoting or pushing sales. Use it instead to get to know people in your community and build a relationship with them.

## **9. Networking Events.**

You may not usually think of networking events as a key client touch point, but they definitely are. The people you meet at professional events can often become clients

once they get to know you well. And regardless whether they do or not, you should always be on-“message” and show them what unique value your company offers.

- For networking events, prepare a good "elevator speech" that can demonstrate the value your company provides in 30 seconds or less. Use it when you introduce yourself to people who may be potential clients and/or referrers.
- Remember that not everyone at an event will be a future client. However, they all could become someone who refers clients to you!

## **10. Your Company Website.**

There's every chance that your website will be the first point of contact a client will have with your business. Spare no expense in making sure every detail is in place. Always choose colours and design features that are in keeping with your brand.

- Make sure that your website has a stellar FAQ. Brainstorm every possible question someone might ask and go through all your previous communications to add real client questions.
- Create a navigation that's smooth and easy for clients to find whatever information they're looking for.
- Offer plenty of ways to contact someone through the site including a phone number where you always have an operator standing by.

## **11. Company Blog.**

Your company blog is also important. Like your site, it may be the first place a person encounters your company. Your blog should offer valuable information and little or no promotion. This is a good chance to show that you understand your clients and can provide the helpful information they're looking for. Aim to have two-way communication.

- On your company blog, write about topics that are of interest to your target market. If you're not sure what these topics are, do more research or ask them.
- All of your blog's content should be about providing tips and help to readers, not promoting. Save the promotions for later.
- Encourage comments and respond to every one made so that your readers know that someone is listening.

## **12. Social Media Content.**

The content you post and share on social media, like the content on your blog and website, is important as a way to communicate with your clients. Each piece of content you share is an individual touch point and should be treated that way.

- Like your blog, social media content shouldn't be about promoting. Use it to try to engage people and get them to interact with you.
- Before you post anything, make sure it's appropriate and suitable for your brand. For a seamless client experience, your brand needs to be consistent in everything it does.
- Follow up on comments, questions, and other communications your social media content inspires.

## **13. Social Media Communications.**

Communicating with clients through social media, directly through messages or indirectly through comments or likes, offers a wealth of touch point opportunities.

- Provide client service over social media. People use social media for everything these days, so why not? Let your clients know that they can contact you at any time on Facebook or Twitter with questions or concerns.
- Always stay "on-brand" when communicating on social media and apply your best client service practices to each communication.
- Make all of your social media communications authentic and personal.

## **14. The Sale.**

Probably one of the most important touch points is the actual sale. It's an emotional moment for the client. It's also a point at which things can easily go wrong.

- Make sure that your online sales process is smooth and easy to understand, with support available.
- For face to face sales, focus on one thing only – making sure the client leaves feeling good about their purchase.

## **15. Your Products or Services.**

Each product or service is a touch point with your client. You should continually seek feedback from your clients to determine how they feel about your products and what could be improved.

- Make sure that the client's expectations regarding what the product will do for them are clear so they're not disappointed.
- Use client feedback to make changes to products and services for the sake of their satisfaction, and let them know this is what you're doing.
- Maintain a high standard of quality and remember that one shoddy product or badly done service could ruin a relationship you've worked hard to build.

## **16. Email Exchanges.**

Any time there is an email exchange between you and your clients, make sure they go away from the exchange feeling satisfied that you've met their needs.

- For any employees who interact with clients through email, ensure that there are solid protocols set about how they're to treat clients.
- Always reply to emails as quickly as possible. A prompt reply is important for a good client experience. If there's too long a delay, clients can feel like you don't care.

## **17. Follow-up.**

Your relationship with the client doesn't end with the sale. In order to build long-lasting relationships, you need to follow up with clients and continue to offer them value. In fact, the follow-up is in some ways more important than the initial sale or any touch point during the awareness stage.

- Have a follow-up system set up for after sales and use it consistently.
- Follow-ups shouldn't be more attempts to sell, although you can sometimes offer an upsell or down-sell. Instead, use them to say thanks, offer free content or other kinds of free help.

## **18. Ratings and Reviews.**

Client ratings and reviews of your business offer an indirect touch point. This is not a

touch point where you interact with your client, but where a client interacts with potential clients by writing a review. This is a form of word of mouth, so the best way to maximize this touch point is to offer very good service and make sure people who bought from you are happy with the experience.

- Encourage clients to leave good ratings and reviews.
- Make sure that your business is listed on all popular ratings and reviews sites that your clients are likely to use.
- Respond quickly to bad reviews by addressing the question and asking for clarity or more information so that you can make improvements. This shows that you care.

## **19. Support Calls.**

When a client calls your company after a purchase with support issues, this is a very good chance to create a good client experience.

- Offer live chat through your website. Many people feel like it's a pain to call a business when you have trouble. Allow your clients to contact you anytime through chat instead.
- Make sure that the client feels totally satisfied and that their problem is completely solved by the time you get off the phone with them.
- Offer an 0800 number so that the client doesn't have to pay for support.

## **20. Billing.**

Another post-purchase touch point which is too often overlooked is billing. How and when you send bills to your clients can contribute to the overall experience of dealing with your company.

- Make sure that all billing terms are clearly stated and easy for clients to find. If terms aren't easily understood, misunderstandings can cause a serious disconnect with client expectations.
- Establish a solid system for dealing with and resolving claims and disputes. Make sure it's all client-focused.

## **21. Data.**

And finally, there's nothing that will impress you prospects and clients more than being able to remind them of or accurately recall minor details of interactions you've had with them in the past and there's nothing that will irritate them more and turn them off than getting important information about them wrong in your communications with them.

- Make sure you have in place an easy to use and easy to access contact/client database so that you can record details of all the interactions that you have with your prospects.
- Ensure that you train all the members of your team how to use your database properly so that your contact and client data is accurately maintained.
- Use all the data you hold within your various business systems to identify, monitor and track where all your clients and prospects are within their client journey with you and consistently ask for and record their feedback within your system in order to ensure you always know where you (and they) are.

An accurate, well-maintained and up to date database has been proven many times to significantly increase the value a business is ultimately sold for because the purchaser is able to clearly see how and where they can quickly add value to the existing client base.

## **Conclusion**

To create an ideal client experience, you need to consider every single touch point you have with your client from their very first awareness of your brand to the post-sale follow-up and beyond. This is how all the best and most well-known brands keep clients loyal to them.

Go back through this list and ensure that at each point, you're aiming to create a valuable, client-centered experience that exceeds their expectations and over-delivers on your promises.

Implement it and you'll be guaranteed to attract a load more long-term happy clients!

Was this short report helpful? Hopefully, it's provided you with a sound introduction as to how you might improve the experience your customers enjoy when they interact with your business. But I'm sure you already realise that there's still a great deal more you'll have to do in order to get your business to the level that you truly want.

So, if you're ready to start growing your business faster today, head over to...

[www.3dConsultingServices.com](http://www.3dConsultingServices.com)

and see how else we can help you to achieve your long term goals quicker.

**And regardless of what you may believe, may your God continue to guide you along the path you're meant to be on and introduce you to all the people you need to meet at precisely the right time for you.**

**See you soon.**

## About The Author:



Do you ever wish there was an easy way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel exactly the same way as you do because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

But just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist business workflow consultant. And I help people put in place processes that attract potential new clients automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea of that but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so sure that I can.

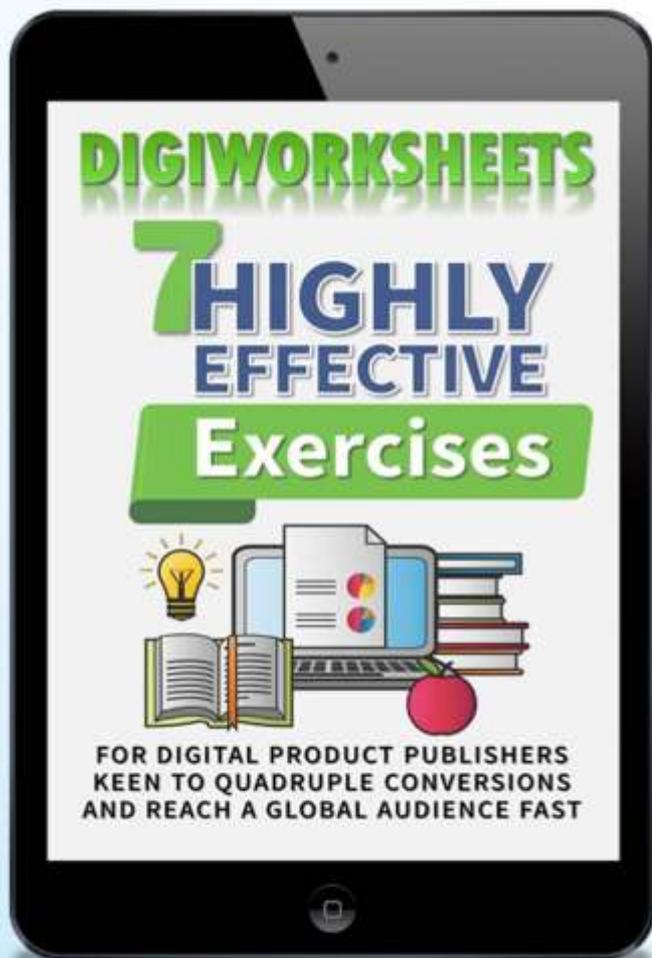
Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select an appointment time that's most convenient for you.

There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

I look forward to speaking with you soon and to helping you free up more time to make more money doing what you enjoy doing most.

*Tim*

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