



How to keep customers coming back

EXCELLENT Customer Service

Did you know that on average it is estimated to cost up to six times more to attract a new customer as it does to keep an existing one? Portman Business Group findings

Ways to keep your customers

- **Smile** – make eye contact, be polite, friendly and speak clearly. Welcome customers warmly, and greet them by their name where possible.
- **Be helpful and be interested in each customer** – when offering product advice, think about their specific needs even if this means directing them to cheaper products – being upfront and honest will keep them coming back.
- **Create a good impression** – how about using staff name badges. This helps encourage a feeling of rapport and helps customers to relate to assistants.
- **Reward your staff for excellent customer service** – they will feel valued and will be keen to make the extra effort.
- **Keep in touch** – when a customer buys an expensive product, such as a washing machine, bike, lawn mower or new gas fire, ask them if you can keep their address on file – this way you can send them promotions on servicing or repair deals.

- **Think like a customer** – and get feedback from them. What do they like about your shop appearance? How long did it take to find what they wanted? A simple feedback form inviting their opinions and suggestions could make things even better.
- **Think about top-up sales** – these increase your profits but also meet customers needs and make you appear helpful. Ask customers if they need “Anything else?”.
- **Know about the products you stock** – what they do and how they work – and make sure your staff do as well, even if they only work on a Saturday.
- **Price all stock** – no one wants to constantly ask assistants for help and even expensive items such as furniture and appliances should be labelled. At least 1/3 of window displays should be priced – market research shows that most people over estimate cost of un-marked goods, which can put off people coming into your store.
- **Deal with complaints efficiently** - if a complaint is resolved immediately more than 75% of customers who complain will go on to buy other items.
- **Learn more about your changing local community** and target products and opening times to suit them.

Alongside price, products and convenience, how a shopper is treated is the key reason that people use a particular shop over another. Local shops depend on repeat custom so it is crucial to ensure local people keep using you time and time again.