

E-SERVICE

24 Ways to Keep Your Customers– When the CompetitionIs Just a <u>Click</u> Away

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MAIN IDEA

For an online company, the customer's experience of your service becomes your brand.

Contrary to conventional Internet thinking, the key to success doesn't lie in attracting visitors but in creating highly satisfied customers who will do business with you again and again. And creating highly satisfied customers isn't a random or hit-and-miss affair – it is the natural result of applying the correct principles and customer service concepts.

The Internet is rapidly and permanently moving beyond the novelty stage and becoming part of the mainstream of life. In the early days, customers were prepared to live with second class treatment because of the newness of the medium. That's no longer true. Today's consumers are demanding the same level of service they can get offline – and if you can't provide that, they will quickly click over to a competitor who will.

But deliver great service – that's easy, that lives up to your promises and treats them as valued customers – and you'll create the greatest asset any online business can have: highly satisfied customers who are prepared to do business with you again and again.

7 Principles 24 Key Concepts 1. Be easy-to-do-business-with. Master the design basics that make you easy-to-do-business-with. How To (Page 2) Put in place the back-end systems required before launch. Deliver E-Service Develop systems that are both employee- and customer-friendly. That Creates 2. Have a distinctive design. Highly Inject a little personality into every customer contact point. Satisfied (Pages 3 - 4) Make emotion a part of the customer experience you provide. Customers Build in security, download speed and easy navigation. Build and convey trust with sound design principles. Build trust from the very first click onwards. Think along the lines of a first rate catalog – not a cyberstore. Personalize the e-experience. Win the customer's trust first – Ask for information later. (Page 5) Use personalized e-mail to build trust and credibility. Make expert customer service representatives available as required. Create an online community to add value to a Web site. 4. Deliver end-to-end service. Focus on fast and efficient order fulfillment and delivery services. (Page 6) Create a paperless system. 5. Encourage human contact. Make contact with humans accessible, ample and flexible. (Pages 6 - 7) Understand and manage the customer's expectations for contacts. Hire people who can handle both text and voice equally well. Link E-Service standards to customer and Web time. 6. Fix problems better and faster. Master and excel at the basics of service recovery. (Page 7) Always define service recovery from the customer's perspective. 7. Develop a retention strategy. Practice customer retention planning. (Page 8) Find effective ways to make the first three visits memorable. Provide incentives which increase customer spending.

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