

Inbound

How to... aid customer retention

1. Make your brand values live throughout your organisation

- Do you have brand values that translate into behaviours you would like to see?
- Do your people know about them, believe in them and put them into practice?
- Do you practise your brand values internally with employees and partners?
- Are your telephone activities integrated with your field sales, web, promotions and customer literature?

2. Converse with your customers

- Do you have call structures that ensure best practice on every call?
- Do you capture and use information about your customers to help you talk with them?
- Do your people understand the importance of needs-matching on every call they take?

3. Monitor and measure

- Do you have a clear picture of customer retention in your organisation?
- Do you record calls, monitor and coach behaviours that matter to your customers?
- Do you measure retention?

4. Make a good first impression on answering the phone

- How welcoming is your corporate greeting?
- Do your people understand the power of tone, pitch, pace, clarity and volume to create a positive impression?
- Do they know how to lead into the right information they need to process the call?

5. Handle your calls accurately

- Do your people understand how to ensure conversationally that they have the right details to process an order or an enquiry?
- What percentage of your invoice queries, customer queries or complaints could be reduced by more accurate order taking?

6. Handle complaints to develop customer retention

- How much do you pay out in compensation to customers each year?
- How much of that could be reduced by effective service recovery calls?

- Do your people know how to handle angry customers and still be true to your brand?
- Does your best complaint handling on the phone set the tone for follow-up letters to customers, so that your brand is consistent?

7. Make it easy to get answers

- Is it easy for customers to get the right information at the first point of contact?
- How willing are your people to search out all the information to deal with the query?
- How effective is your call handling in reassuring and convincing customers on the first call, rather than on a call back?

8. Make quality sales calls

- Do you have a clear understanding of what a best practice sales call should sound like for your market place?
- Do your people know how to lead a sales call so that they are not seen as pushy?
- Do your sales dialogues minimise objections and focus on building both a relationship and trust with the customer?
- Do you use cross- and up-selling?

9. Manage Accounts

- Do your people have a strategic understanding of retaining and growing accounts?
- Do they have a clear understanding of the types of dialogues or conversations they can have with customers which will achieve their aims and objectives?

10. Use your customer knowledge

- How do you best use your customer data?
- Do your people know how to make effective outbound calls which help you to understand how your customers buy and what they need?

For more valuable insight into retention turn to p22