

# AYSC Communicator

*At Your Service Consulting Newsletter*



## DEFINING CUSTOMERS

Internal and External Customers. Niche market. Target market. Ideal Customer. Avatar. These terms are synonymous answers to the question “Who do you serve?” That is to say: who is your product/service intended for? Even if others purchase it, who is it intended for? To whom were you speaking when you developed the product, created the system, wrote the book?

Defining your customer is an essential piece of a successful marketing campaign and a profitable business. Defining your target market is the first step to attracting new customers. Simply stating “men aged 30-40” is a good place to begin, but identifying your customer does not end there. Be as specific as possible. Become clear on their habits, their enjoyments, consider where they do business currently. Narrow your focus using well-developed segments. Include those things that make them happy, sad, excited, etc. With your target market identified, create a plan to reach your potential customers. Once identified, locating their whereabouts becomes much easier. One popular method, particularly for startups and young businesses, is “host-beneficiary” marketing. This strategy involves reaching out to other businesses whose customer database includes your target market. Present the established business (host) with the idea of offering their customer a gift or complimentary service from your company as a loyalty reward.

## Newsletter Highlights

Word from our President

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Defining Customers

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Tips to Improve Customer Service

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Introduction to F.A.D.E.S.® (Part I)



The host company benefits by having a new thank you gift for customers that costs them no money and little effort. Your company (the beneficiary) gains exposure to an established database of potential new customers. This strategy generates a win-win. Utilize this strategy with as many host companies as you can handle when averaging a 10-20% response rate from their customer base.

By first defining the customer your business seeks to serve, you instantly know where they spend time. Research the appropriate places where making a connection could maximize your potential to turn them into a direct customer.



## TIPS TO IMPROVE CUSTOMER SERVICE

Companies that want to boost their revenue growth understand excellent customer service is the way to achieve that goal. Customer service is all about putting your customers first. It's about the experience and relationship a customer has with a brand. Organizations that put effort into building a strong culture of excellent customer service can expect to see growth. Here are some tips on improving customer service to increase business:

1. Gather feedback and act on it. Seek feedback not only from customers but employees as well.
2. Make a point to respond to the criticism and the praise. Be grateful for those who shared their opinions. Customers don't have to provide feedback, they can move

their business. Employees don't always share their experience, they simply quit.

3. Make realistic changes and adjustments to repeatedly reported complaints. Is there another method, another tool, another path to the same goal?

4. Serve potential customers as well as you serve your highest-paying customer. From their first contact online or walking through your doors. Greet potential customers with appreciation and genuine care.

5. Follow up; don't stalk. Sending a follow-up email or phone call may be appropriate for your industry. Find out how the customer's shopping experience was, how their use of the product has been going, and if there is anything else your company can provide. One phone call, two at most, is sufficient unless the customer grants permission for additional contact.

Investing in your company's culture of customer service with open with the door to growth and sustainability in the marketplace.

## INTRODUCTION TO F.A.D.E.S.® (PART 1)

F.A.D.E.S.® is a unique process that will help facilitate growth within your business by keeping the spotlight on your customer. Keeping the spotlight on the customer aids in creating customer loyalty and developing brand ambassadors.

F.A.D.E.S.® was developed by At Your Service Consulting President Claudette Harris. This proprietary system reminds you and your service team to Focus Analyze Develop and Execute Sustainable solutions that benefit each client served. F.A.D.E.S.® helps your staff deliver out of the ordinary results by keeping focusing on the needs of the client over the needs of the company.

Let's take a look at the first two letters of F.A.D.E.S.®:

### FOCUS

Focus on the needs of your employees and customers more than the profit margin. The profit margin will be met and exceeded when the focus is on the right place. Satisfied customers leads to customer loyalty which equals increased revenue.

Similarly, engaged employees are company advocates in the face of customers and as reliable sources of quality feedback. Increase employee engagement by asking the front-line employees their opinions on how to improve products/services and internal tools.

### ANALYZE

Are you measuring KPIs (Key Performance Indicators) as defined by the goals of your organizations strategic plan? Remember, only what's measured gets done.

Once obtained, analyze your employee and customer satisfaction levels through effective feedback and customer service strategies. Post-service surveys, follow-up calls, and direct requests for feedback are great ways to get a pulse on

how your company is perceived in the market. Utilize any number of free or low-cost customer satisfaction survey portals (i.e. Survey Monkey) to obtain the data, then act according to the analysis.

Next time we'll take a look at the last three processes of F.A.D.E.S.®.

Don't want to wait that long? Contact At Your Service Consulting today to schedule your [Discovery Session](#) and introduction to the F.A.D.E.S.® system.

## Word From Our President



The role of a customer service professional can be both challenging and rewarding. The experience from the viewpoint of the customer service professional can be different from one customer interaction to another. There is a great opportunity for personal gratification while

having interactions with customers and working to provide service that will satisfy a need. Skilled customer service professionals are able to work effectively with many different types of people, and help them understand the service being offered or the product being sold in a manner that generates strong business relationships.

We understand the value that excellent customer service lends to an organization, and At Your Service Consulting's goal is to create a greater understanding of that value for you, as well as, provide you with tips and treasures. Some organizations believe that customer service is only aimed at solving problems for new customers; however, here's a statistic that proves

otherwise: 81 percent of consumers say a positive customer service experience increases the chances of them making another purchase (Zendesk, 2022).

That means that providing good customer service extends from the prospecting stage before consumers even make a purchase to way beyond it. It's also influential enough to deter buyers from or incentivize them to continue purchasing from you. Our Q3 Newsletter provides you with tips to improve customer service, defines what a customer actually is and introduces you to our F.A.D.E.S.® process.

The Door is Open to a World of Customer Service Excellence.

Until next time....

*Keep Growing,*  
*Claudette*