

## CUSTOMER DELIGHT & RETENTION ACTION PLAN

© Zero Efforts

| Sr. No. | Customer Delight Areas                              | Strategic Action Plan                                                                                                                                                                                                                                                                                                                                                                                          |
|---------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | Create a TEAM OF DELIGHTED EMPLOYEES                | 1. Give detailed TRAININGS on PRODUCTS, PROBLEM SOLVING, COMMUNICATION, COMPANY CULTURE etc. to CLIENT SERVICE TEAM .... And keep TRAINING THEM to note an EXACT V. O. C (VOICE OF CUSTOMER)<br>2. Give them necessary AUTHORITIES, TOOLS, TESTIMONIALS, EMERGENCY CONTACT DETAILS etc.<br>3. Conduct MONTHLY MEETINGS to share ALL THE COMPLAINTS, LISTENING THEM, BRAIN STORMING, LEARNING & COUNTERMEASURES |
| 2       | Be a GREAT COMMUNICATOR                             | 1. LISTEN uninterruptedly with eye contact, smile & positive body language<br>2. Ask CLARIFYING QUESTIONS if required and "PARAPHRASE" (repeat) important words or lines<br>3. Stay focused on TOPIC & SOLUTIONS and away from EMOTIONS                                                                                                                                                                        |
| 3       | Keep your PROMISES                                  | 1. Make DO's & DON'Ts of your business – Rightful Processes, Protocols & Policies which can help you PROMISE<br>2. Educate each TEAM MEMBER TO PROMISE as per POLICIES & PROTOCOLS and FULFILL 100 % ANYHOW<br>3. In case of TOUGH SITUATION or CLIENT, put forward all OPTIONS/SOLUTIONS upfront and don't hold for NEGOTIATION to build credibility & trust                                                  |
| 4       | Be your BUSINESS EXPERT                             | 1. Be fully AWARE about your products and competitive advantages against competitors' products<br>2. Identify BUYING MOTIVE (N.I.C.E) of NEW CLIENT & Study BUYING PATTERNS of existing clients when you meet them<br>3. Clients buy with EMOTIONS so EMPATHIZE them and resolve their concerns faster                                                                                                         |
| 5       | Handle Unexpected Situation & Work Pressure Well    | 1. Form/Reform PROCESSES, PROTOCOLS, POLICIES & PROBLEM MEASURES and keep them handy to deal as these happens due to lack of them<br>2. Make everybody trained on DECISION MAKING & DELEGATION SKILLS through MOCK & review ACTUAL CASES<br>3. Make everybody aware about "WHY ARE WE IN BUSINESS?" (PUPOSE & USPs) & keep using in your internal discussions                                                  |
| 6       | Use POSSIBILITY & CERTAINTY LANGUAGE                | 1. Whenever CLIENT COMPLAINT COMES, explore MORE THAN 5 CAUSES & 5 SOLUTIONS min.(nobody complaints without any symptom) – This shows your POSSIBILITY MINDSET<br>2. In every client handling opportunity, show CARE, CONCERN & COMMITMENT (This shows your CERTAINTY MINDSET)<br>3. Give appropriate DATE OF RESOLUTION with ASSURANCE (Under commit & over deliver)                                          |
| 7       | Insist for CLIENT DELIGHT and not just SATISFACTION | 1. Go EXTRA MILE than your normal actions... Give small but significant benefits with every SOLUTION<br>2. LISTEN & OBSERVE so deeply so you can understand WHAT IS NOT SAID EVEN and fulfil to SURPRISE THEM<br>3. Show & talk to them that HOW THEY ARE SO MUCH IMPORTANT TO YOU & YOUR COMPANY..                                                                                                            |
| 8       | Take ACCOUNTABILITY & SHOW LEADERSHIP               | 1. Use your INTELLIGENCE to identify MISTAKE & show HONESTY to ACCEPT THEM (client does ot get angry for MISTAKE but COVERING THAT MISTAKE)<br>2. Use CREATIVITY for different ACTIONS & COURAGE to TAKE DECISIONS on them<br>3. LEARN from MISTAKES & MAKE COUNTERMEASURE PLAN for not repeating the same                                                                                                     |

|    |                                  |                                                                                                                                                                                                    |
|----|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9  | Be FRIENDLY                      | 1. Use PROFESSIONALISM in your PROCESS & FRIENDLINESS in your approach – Use KIND WORDS irrespective of his anger                                                                                  |
|    |                                  | 2. Put yourself at his place & THINK FOR HIS ANTICIPATED EXPECTATIONS                                                                                                                              |
|    |                                  | 3. Do not ever talk about your POLICY IN BEGINNING, keep it FOR LATER USE when you SOLVE HIS CONCERN UPTO HIS SATISFACTION                                                                         |
| 10 | Use the word "WE" instead of "I" | 1. Always use "WE" in conversation with client – "We will look into it" to represent as professional team                                                                                          |
|    |                                  | 2. Take the help of OTHERS to make it SUCCESS (by using WE, you will take help subconsciously)                                                                                                     |
|    |                                  | 3. After resolution, introduce supportive members to client to SHARE CREDIT & EARN PROFESSIONAL RESPECT                                                                                            |
| 11 | Be TIME SENSITIVE                | 1. Attend the CLIENT or CLIENT QUERY without making any DELAY, he has already lost his patience when standing with problem                                                                         |
|    |                                  | 2. Educate him about NATURE OF PROBLEM, REASONABLE TIME REQUIRED WITH REASONS & solve them URGENTLY                                                                                                |
|    |                                  | 3. Put all your RESOURCES together and resolve as fast as possible – Exceptional SOLUTION/SERVICE at the cost of TIME is not accepted                                                              |
| 12 | Be PERSUASIVE                    | 1. Use your skills to deflate the degree of his anger/uncomfort regarding PROBLEM... (We are sorry YOU HAD THIS PROBLEM, but YOU ARE WITH THE BEST TEAM TO HANDLE IT & RESOLVE WITHOUT ANY HASSLE) |
|    |                                  | 2. Select the BEST SOLUTION & Take his attention to his BENEFITS OUT OF PROPOSED SOLUTION                                                                                                          |
|    |                                  | 3. Keep whole communication AROUND SOLUTION, HELPING THEM TO CHOOSE SOLUTION, BENEFITS, ASSURANCE & REASSURANCE                                                                                    |
| 13 | CLOSE PERSONALLY                 | 1. Write down all SOLUTION STEPS & PROMISES GIVEN as a DIAGNOSTIC CHECK LIST                                                                                                                       |
|    |                                  | 2. Be PRESENT irrespective of your schedule at various STAGES OF CLOSURE or check at the end of each stage of CLOSURE                                                                              |
|    |                                  | 3. Cross check from START TO END of your SOLUTION & PROMISES before presenting it to CLIENT                                                                                                        |
| 14 | ENGAGE, EDUCATE & EMPOWER        | 1. Plan an appropriate time to ENGAGE, EDUCATE & EMPOWER CLIENT at the time of presenting solution of his problem (just do not solve & go)                                                         |
|    |                                  | 2. Design STRUCTURED EVENTS/MEETS for CLIENT EDUCATION & EMPOWERMENT for your PRODUCTS/SERVICES                                                                                                    |
|    |                                  | 3. Share CLIENT EDUCATION & EMPOWERMENT material through WHATSAPP, WEBSITE, E MAILERS, MAILERS etc.                                                                                                |
| 15 | Take FEEDBACK                    | 1. Ask for his FEEDBACK for the PERSON/TEAM ATTENDING HIM                                                                                                                                          |
|    |                                  | 2. Ask for his FEEDBACK for EFFECTIVENESS OF SOLUTION at this moment                                                                                                                               |
|    |                                  | 3. Ask for his FEEDBACK for HIS HAPPINESS INDEX after solving his PROBLEM                                                                                                                          |
| 16 | Make FOLLOW UPS                  | 1. Check at least 2 to 3 times at consistent interval (depends upon your product/service) about SOLUTION GIVEN TO HIM                                                                              |
|    |                                  | 2. Check for any additional DISCOMFORTS or NEEDS for your PRODUCT/SERVICE                                                                                                                          |
|    |                                  | 3. Ask for his CLOSE REFERRALS if he can provide HAPPILY                                                                                                                                           |
| 17 | Client PR                        | 1. Meet one on one or organize STRATEGIC GROUP GATHERING just as PR every 06 months                                                                                                                |
|    |                                  | 2. Organize sales and/or service Expo/product launch/camps every 06 months and call STRATEGIC GROUP                                                                                                |
|    |                                  | 3. Integrate their family members – sp. Offers for LADY CLIENT (their sister, wife, mother), STUDENTS (son, daughter) & SENIOR CITIZEN (their parents)                                             |