

CUSTOMER EXPERIENCE

Think about a time, as a customer, when you were frustrated with someone else's business. Whether it was waiting in line, a bad transaction, faulty communication, or something else, it made you mad and you wanted to take your business elsewhere. Now, think about a time when you were a happy customer. A time when you walked away thinking everyone should do business with that company. They just do everything right.

The difference was your *customer experience*.

In this new digital age economy, we are beginning to see a seismic shift in brand development. It's a shift to improve that "Customer Experience." Every time you, your staff or your business comes in contact with a customer, whether it's your website, a photo of you, your staff, your business, a brochure, a telephone call, an email, a face to face transaction...It is an opportunity for you to enhance your Customer Experience. One great experience can really pay off. Conversely, one bad experience can become a lost opportunity and potentially sabotage your brand.

One of the most overlooked points of contact is the telephone...especially each time you put a customer on hold. What exactly do they hear? Is it silence....Bad or LOUD music...an announcer who constantly apologizes and reminds your customer that they are waiting for you?

To discover what your on hold is doing for your business image...become your own customer and put yourself on hold. Stay on hold and listen for several minutes...then ask yourself...Is this a great customer experience?

Get the right music for your on-hold and brand your business image correctly.

Inform, entertain and educate callers with professional announcers.

Use quality equipment and maintain it with ongoing support.

Provide your on-hold callers with a great Customer Experience...

ON-HOLD CONCEPTS...PUT US ON HOLD!

CONTACT: LISA WOODSTOCK lisaw@woodstockmediagroup.com 800.864.6828 ext 3217