

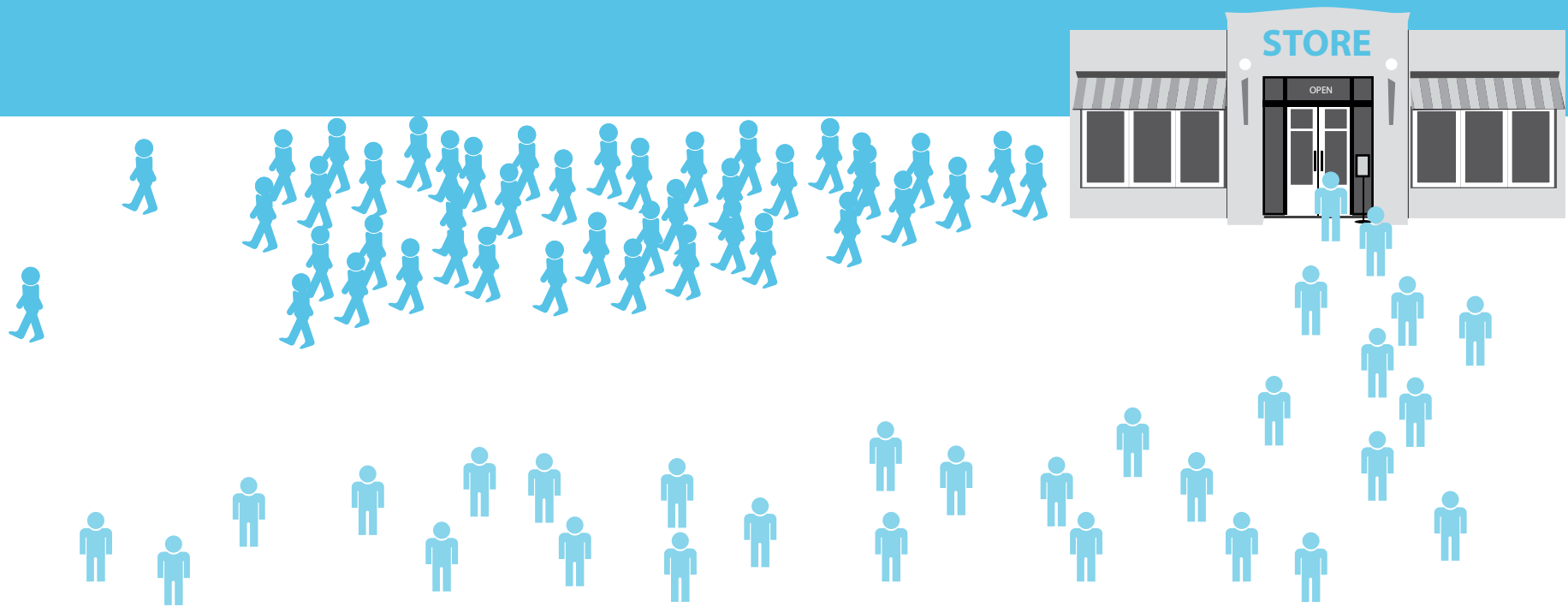
How to better **ENGAGE** **CUSTOMERS?**



A question all business owners should ask themselves

Authored by Joe F. Brannon III

So many businesses focus so much energy on getting new customers in the door only to neglect having systems to turn that new customer into a long-term customer.



“It costs
6 to 7
times more
to acquire a new customer
than to
RETAIN an existing one”
-Bain & Company



Why is customer engagement so crucial to your continued success?

“The development and retention of profitable customer relationships is vital to the health of every business. Companies need to be concerned with the future revenue & profit streams associated with the ongoing satisfaction & retention of their core, profitable customer bases. The companies that fail to recognize this truth overspend in marketing to acquire & retain less profitable, or even unprofitable customers and do not spend enough on keeping profitable ones.”

Harvard Business

Want better
**CUSTOMER
ENGAGEMENT?**

Start with Culture!

CULTURE

Your culture is a living and evolving organism inside your organization that will present itself through your environment, through your employees and through your customers.

No matter how much you spend on driving new customers in, they won't come back to your business if you don't have a positive environment.

⑤ Ways to

**CREATE A CULTURE WHERE
CUSTOMERS WANT TO BE
ENGAGED**

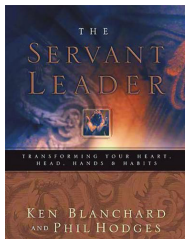
1

SERVANT LEADERSHIP

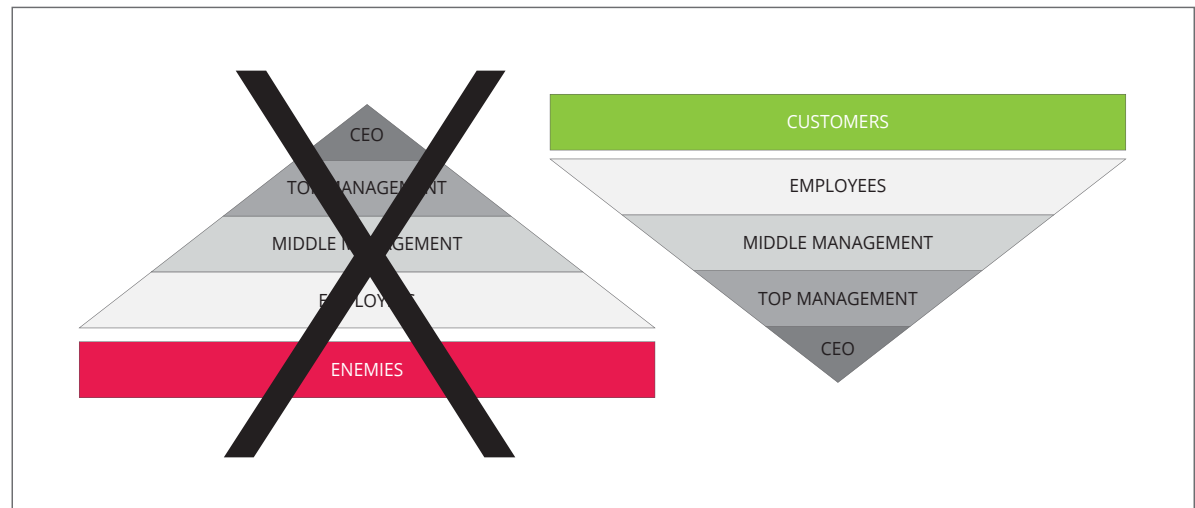
Management sets the stage for how everyone in the organization, including the customer, will act.

A great leader will serve his employees & customers with enthusiasm.

Doing this will cause your employees to do the same and will create an experience for your customers that makes them want to return to your business.



Ken Blanchard wrote a great book on the subject called *The Servant Leader*.



2

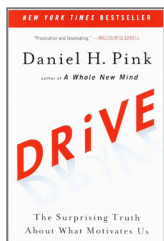
AUTONOMY

Empower your employees to create the very best experience possible for your customer.

There have been various studies in recent years that show employees are more motivated by a sense of purpose and autonomy. Most leaders use a carrot and stick (reward & punish) style of leadership.

When you call a company with a problem, you want it solved quickly. You don't want to talk to a supervisor, and then the supervisor's manager, and then their manager to get your problem solved. You want the first person you talk to be empathetic to your problem/concern and then address it.

Often times the most loyal customers are created when you quickly solve a problem for them. It becomes a great story to tell their friends about how different you are than other companies which create a great word of mouth advertising for you.



Daniel Pink has written a great book called *Drive* that goes through the psychological principles of motivation through autonomy and a sense of purpose.

You can also see his Ted Talk at: http://www.ted.com/talks/dan_pink_on_motivation

3

SURPRISE

Have you ever been to a restaurant when the manager comes by and thanks you for visiting and offers to buy you dessert? Have you been to a retail store and the clerk offers you a tax discount?

This element of surprise makes your customers feel special and gives them a great story to tell their friends. By allowing your employees to do this a few times a day, they feel empowered.

4

CLEANLINESS

This should go without saying, but I visit so many businesses that do not keep their place clean. Especially the bathrooms.

A dirty place becomes too relaxed and less customer focused.

5

ENGAGEMENT PROGRAM

If you have created an environment both customers and employees love, then it's time to implement a customer engagement program to stay top-of-mind & drive customers back to your business more often.

91%

of all U.S. citizens have their mobile phone within reach 24/7.

Source: Morgan Stanley

The Proof is in the numbers!



LOYALTY

Total of four locations in a twelve-month period

Subscribers	Total Check-Ins/Visits	Retention sent	Redemptions	%	Projected Revenue
15,678	93,276	23,502	1,872	7.9%	\$14,736

textALERTS sent	textALERTS redeemed	%	Opt-out	Opt-out %	Projected Revenue
152,533	5,595	3.6%	436	.28%	\$49,760

Click or Call Us today to demo the software and learn some of the best practices our customers use.



Joe F. Brannon III
Co-Founder, Chief Encouragement Officer

615-945-3355
jbrannon@tlconnects.com



1-844-611-3220 | info@tlconnects.com | www.tlconnects.com