

Customer Satisfaction = No Cost Marketing?



By Welly Mulia

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Some time ago, a customer of WOW Minisites placed a design order to have an ecover created for one of her products. For simplicity reasons, let's just call this customer C.

(By the way if you're still in the dark, WOW Minisites is a minisite and ecover design service specifically catered for Internet marketers and product owners, and WOW Minisites is one of my Internet businesses).

The turnaround time for delivering an ecover is 3 working days or less. Yet, after a week we still have not designed C's ecover.

You see, for some weird reasons (I'm guessing a human error on our part), our team did not receive C's order, even though she had paid in full.

So a week passed and realizing there still weren't any updates on her ecover, C contacted us and asked about her order. It was then that we realized that we missed C's order and had not even started on designing her ecover.

We immediately refunded C's money completely and offered to design her ecover for Free **PLUS** another completely different ecover Free of charge as well. In addition, we started work on C's order at once and in a few hours time, we completed her ecover design.

C was so impressed by what we did for her that she said she'll come back to us for **ALL** her graphic needs **PLUS** she is going to refer our service to LOTS of people.

This is real proof that if you provide GREAT customer service and deliver customer satisfaction, then people are going to be so impressed with you (even after you've disappoint them) that there's a chance that they become your customer for life.

And the really AWESOME thing is they will talk about us and refer their friends to our service.

How cool is that? This is word of mouth marketing at its best! And you don't even have to spend a single red cent!

In running a business, you simply can't SURVIVE without providing customer service.

In running a SUCCESSFUL business, you simply CAN'T DO WELL without providing GREAT customer service.

I hope you pay very close attention to the 2 statements above as they are THAT important.

As humans, we are prone to make mistakes. Even computers make mistakes too when they start to crash. Computer programs and softwares also have bugs in them.

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That said, it is okay to make mistakes. The most important things are:

1. Learn from the mistakes so as not to commit the same ones in the future

2. Compensating our clients for the mistakes we're responsible for

Number 1 is pretty self-explanatory.

Number 2 means saying a mere "sorry" to our customers is NOT enough. It may be enough a few years ago when you don't really have a lot of competitors and apologizing for something you've done wrong can get you by.

With the fierce competition out there today in virtually every market, doing "just enough" to "get by" is almost guaranteed to doom your business.

Customers have a lot of choices today when it comes time for them to buy whatever they want to buy. Why should they choose you over your competitors? More importantly, everything else being equal, why would they WANT to choose you when your customer service is subpar compared to that of your competitors?

Though price is an important factor, competing on price alone is not enough in this day and age.

While there are a few different ways to differentiate yourself from the competition, one of the best ways is through EXCELLENT customer service.

Because when you provide excellent customer service and customers are satisfied, then they'll keep coming back for more and they'll be very eager to tell their friends about you.

Customer service experience is a BIG DEAL to most, if not all, customers.

To sum up this post, we've learned that:

Providing above-average (GREAT) customer service to deliver customer satisfaction is one of the most important factors that will determine the success of your business. Be sure not to disappoint your customers. If you do disappoint them, make sure you find a way to compensate them for the error on your part. Don't simply say I'm sorry because sorry is not enough.

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