

**Customers are  
king**



**Maintaining Customer  
Relations and Why it is  
Important**

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# Customers are King

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# Good Customer Relationship – Why is it Important?

It is said nowadays that whether one buys a cup of coffee, a holiday, a house or a car the decision of purchasing has to be emotional. More importantly it is a crucial factor in customer retention and loyalty. Customer satisfaction is the underpinning factor in customer experience. Customer should feel good in doing business with the product or the service provider.

While purchasing rationality, reflection, judgment of pros and cons do play a part but it has to have an emotional side to it. One's gut feeling, intuition, sense and interaction plays a significant role in buying.

In every single encounter what the customer feels or doesn't feel is directly related with the service provider's managerial capability and handling of customer expectations. Customer experience doesn't end in keeping a smiley face or having a soft tone while communicating with an irate customer.

It must make the customer whoever they are feel the most important person at that time through operation, transaction and behavior. Addressing a fickle customer who is like "I want it now and can't wait" and their emotions is not easy and can not be handled by an individual manager. Reaching this emotional goal requires an entire company's effort which should exceed beyond product quality and protocols.

Before a service provider can decide the best way to achieve this customer satisfaction must decide what exact reaction they want to create every time an encounter occurs. It can be said that customer satisfaction survey and market research can provide the data for that. But sadly enough, these kind of data do not help much, and especially at an emotional level.

Drivers of satisfaction and loyalty must be looked deeply into by the service providers. A good insight into the subject will show that a whole bunch of different factors lead to the sense of satisfaction and loyalty. Expectations, needs and reaction to the organization and the perceived value received by the customer would be some of them.

The basic requirement for customer satisfaction then shifts from product, service quality, value-for-money, hygiene factors, etc which are common for everyone to creating an emotional, personal and psychological connection with the customer which makes them feel satisfied and

loyal. To respond to the emotional approach of the customers the company must have a consistent, differentiated, valued and completely intentional outlook towards customers. This is the best way of dealing with unreasonable, shrewd, specious and feelings based drivers that authenticate the buying decision.

# Understanding Your Customers

The inability to know your customers is the greatest loss, you, as a potential service provider can face. Since you are nothing without your customer, your first priority should be to know them and what they want and expect from your company or product.

Moreover, knowing them not only increases your chances of selling them more goods, leading to your profit, but also causing the inflow of more customers through recommendation. Hence getting to know your clients, greeting and treating them to their liking is crucial to the success of your business venture.

This kind of rapport with your client is even more essential if you keep in mind the nature and the degree of aggressive marketing your fellow business rivals conduct everyday. Your primary asset in business are your clients, this is because if you know their mentality and gauge their buying trends and their preferences, you have the market in hand.

This kind of valuable customer information will also enable you to replenish stock, get the most viably trendy products in the market, thereby satisfy your customers and in the process entice them into come back again to be serviced.

Moreover not knowing your customers will only hinder your chances at success to a greater degree because if you do not know what pleases your customer, you will never know how to approach them. Some might like curt matter of fat dealings, while another might like that occasional chitchat and “hello.”

So if you do not know who likes what you will only end up causing them dissatisfaction and yourself economic loss, due to sheer ignorance and simple lacking of planning. Moreover if you sit down and think about it this abstract ‘market’ that you talk about is no one but the sum total of your customers. So if you want to target the market, then this is the bunch you have to satiate and cater to.

What your customer says is very important for you and your overall success. After finishing one deal you instinctively try to convince them to buy something else; this is only natural and can be called maximizing profit.

But what you should also be doing simultaneously is trying to egg out information about their economic status, what they can afford and what not, what thy need next in their household which might come from your shop.

All this will help you in fixing future deals with them and wooing them back to your shop. So always engage in conversation with them and most importantly listen to them, they might be unconsciously divulging information that might eventually give you an edge over you're your next door rival service provider.

# How to Calculate Customer Lifetime Value

Are you aware of the lifetime value of a customer? If by now you have not given a serious thought, it's time you do now. Customers are the king. They can make or break your business and there's no two ways about it.

If you already know that, I can bet you do take extra care of each and every customer of yours. There is a simple formula that could do the trick for you and let's see how it works.

While making our sales we need to show it to our customers that we have something always ready to improve the situation.

You will be surprised once you find out the worth of each customer. To find out the value of the customer one needs to know two pieces of information. We first need to know the average a customer does a year and next we need to know how long the average customer does business with us.

Once you have managed to get this vital piece of information you need to multiply both the values. The product of the two values would determine the lifetime value of the customer. Customers are like gold, precious!

By retaining all our customers we can add value in two ways. There is a definite way to increase business. To do so, one needs increase the frequency and value of the orders. Another way in which you could duplicate good customer is by referral and introducing new business.

It is very important to build strong customer relations. A business research shows it is much more difficult to keep an old customer than to find a new one. It's sad and humiliating if we lose our customers to poor salesmanship.

The success of our business depends on how often we keep in touch with our customers. The main purpose of the article is to remind us of the importance of keeping in touch with our customer, as this would bring them back.

One should keep in mind that our competitors are always striving to take away our best customers, so the trick lies in keeping them like vintage playing cards. We should set in top

priority to thank our customers for their business. It is our duty and we could easily find out how much they mean to us by simply multiplying. This calculation would help you to find out how much your top customers are worth.

# How to Keep Your Customers Happy?

You want to please all of your customers, but the problem is they are all different and unique. Pleasing all of them is impossible. Rather select a small segment and try to please them and automatically the number of happy customer grows.

I know of quite a few experienced business men who usually take a feedback from their customers. This is an excellent method of knowing the needs of the customer but the feedback must be used with discretion.

However, some business men may make the mistake in taking each suggestion very seriously and thus constantly change their product line and business practices. But this constant change may make the businesses unstable and cause frustration, extra cost and extra work.

Customer feedback is important but their interpretation is critical. You can't please every one rather try to please those you can. Find out the customer need and then streamline the products and services.

Be intelligent in business. Get focused on what needs to be done and the profits will grow. Choose quality over quantity. Try to please the one's you can. Trying to please everyone will end up pleasing no one. Create a better strong business by combining your strength and majority of customer needs.

Let's take here an example of a business woman who owned a jewelry store. She has an expertise on diamonds and 60% of her clientele come for that. She also keeps other gold and silver jewelry. She should have been more focused on diamonds and not dilute her market with other things, and grown bigger.

She could have done surveys which are diamond oriented and could have become the biggest diamond retailer in the neighborhood, by just adjusting her focus.

Always try to focus on your strengths rather than weaknesses. You'll prosper as a brand and bigger service provider.

Do your best to please people and leave the one's you can't. You'll have more happy customers and strong and stable business.

Here are some tips:

- You can't please everyone, so only try to please those you can.
- Find out your customer requirements.
- Eliminate ideas that are not focused on customer's desires.
- Build on the areas that cater to customer needs.

Here are some important points you should keep in mind while customer handling:

- Everyone is different and unique.
- Customer feed back is essential but your interpretation of that is critical.
- Pleasing everyone is not possible so try to please the one's you can and you'll end up with more happy customers.

You must combine your strength and desire of majority of customers to create a better and strong business.

# How to Get Your Customers to Say 'Wow!'

What is the WOW response? It is not that easy to figure out, is it? The wow response is ideally the kind of response that you would receive from the satisfied customer.

A customer, who walks into a shop, finds what he or she wants and is happy not only with what he or she has found but the entire shopping experience, and also a customer who has discovered the bonus of shopping in a way like never before.

This is the customer who will return again and again to the shop and would prefer to do all her shopping in the same place if possible or even let out a "WOW" every time she walks out of the shop after the shopping is done with.

How can your bottom line meet up to the needs of the response, wow?

One key way of accomplishing this is to manage to slip in as many promises as you can in your sale. The ideal would be to slip in as many promisable items that you can imagine your sale to carry with it.

Once you have done this, ensure that you under promise as in you list a week a delivery time when you merely need 4 days to do the same. Do not shy away from such promises as customers necessarily like them and when you work better than you promise they will be simply thrilled and delighted and you will be rewarded with that "wow" response for which you have been trying all this while.

Work on the first impression that your concern is going to have on the potential customer. You have to do up your place or site (whichever applicable) as well as possible. There should be every degree of comfort for the customer when he or she explores your shop.

The visitors should like the colors and the textures and everything your design could do should be aiming to soothe the shopping experience of your customer. You should also impress them sufficiently with your services and the kind of help you are offering your customers.

Your problem solving techniques should be optimized to ensure maximum satisfaction to your customers when they visit your place. Do not make your customer feel left out at any point

ensuring that you do not cross over to interfering with her shopping. Thus you have to be friends with your customer more than anything else. Your customer when and if she does come back to your shop should recognize you immediately. So keep a habit of making friends with strangers or out of them in turn.

A wow response is further egged on by the value for money that the customer avails off her purchase from your enterprise.

Prices are constantly climbing nowadays and so you should be sufficiently geared up to display that though your price might seem to be high there is definitely more than expected in store for your customer.

Try and squeeze in gifts or something similar as extra for the best effects. This should be an extra and added over anyway in spite of price deductions.

Keep in touch with them. Try and call them again without being irritating. Birthdays, anniversaries are always a nice time to call.

But apart from thus, this should be a part of your service to call them when possible to find out about them and the product.

There you go, now you know how to get the wow response!

# Proven Methods of Customer Retention

It is accepted business wisdom that a returning customer is the best customer. In a competitive market where the customer has a plethora of choices, returning customers indicate that they are satisfied with their first purchase and that they trust you.

Trust is an invaluable component in any business relation and if maintained and nurtured, is an assured asset which will yield returns over and over again.

So a crucial part of your job in retaining your existing customers is to keep them thinking of you. You cannot afford to neglect or ignore them at any stage if you want them back. So you have to make provisions for free gifts, discount offers, add-ons, etc. and make arrangements for mailings and follow ups in order to sustain their interest.

It is easy if your customers come through Internet campaigns, for you can then use email lists to keep them informed and interested.

But in the more traditional brick and mortar world, all this is a bit more taxing and cumbersome for you have to invest in print or media ads and direct mailings. These routes are as effective as your email lists, and to have a better chance, you should add the attraction of special offers, sales, and free gifts.

If you use only email, you need to be especially careful and make sure that you are providing your potential customers sufficient reason to continue being on your list. You could try and make available to them significant information about their interests and preferred topics. If you are able to lure them to your website through your email, you could introduce them to other products and offers.

In the snail mail world, it is to your advantage if you can use coupons to put products on sale. This allows you to compare and measure the relative successes of your different approaches or campaigns, and to evaluate the merits and drawbacks of each.

Send out one sales mailing to half of your customer list, and a different one to the other half, and assess the conversion rates of the mailings. The same strategy can as well be used with email.

Connect with your customers and make records about their interests, wants and preferences. You can then provide customized products and information for their guaranteed satisfaction.

Another simple and effective way to build relations with your customer is to send them greeting cards containing a simple expression of your appreciation for them.

You could send out the cards for birthdays or anniversaries, on Christmas, Valentine's Day, or New Year. You could even use these cards as invitation to attend your special sales or for other more direct announcements.

The advantage of greeting cards is that they are more discreet, more personal and more warm, things that your customer may remember you by.

# The Art of Customer Follow-up

One of the most important factors of Customer Management in business is building up of customer loyalty through follow-up. This field is increasingly gaining prominence since companies now recognize the importance of customer retention, which in turn, leads to new customers.

This type of marketing, which relies more on turning first-time buyers into *loyal* future customers instead of merely acquiring *new* customers, is called Relationship Marketing.

The processes undertaken by a company to handle its customers is called Customer Relationship Management. One of the most common and important processes of Customer Relationship Management is sending a letter.

Though it sounds simple, it helps in bringing many first time buyers back to a particular company. A few things that might be introduced in a letter to induce customers to buy again are:

- ***A sincere thank you***, welcoming customers to the company's services and assuring them that they are the most important part of a company.
- ***A feedback form***, which enables the customer to directly offer his opinions on the services and products of the company. This, in turn, may offer valuable suggestions to be kept in mind for new customers.
- ***An assurance that your company was easily the best bet*** and the customer was, in fact, correct in opting for your company. This helps building up the customer's confidence that this is the best company for his/her required product.
- ***A time-limited offer*** which introduces a sense of urgency in the customer's mind. Asking them to grab an offer within a particular time-period raises the customer's interest. Introducing the same offer in more than one letter with varying levels of urgency (each being more urgent than the previous one) makes the customer excited about the offer as well.
- ***A general follow-up*** merely asking whether the customer is happy and satisfied with the product purchased helps in building up of customer faith.

- ***Additional references to other products*** (by your own company) shows that the company cares about customer comfort and the personalized needs of the customer.
- ***Asking the customer to refer the company*** to somebody they know, is also a good idea to promote not only customer faith but also introduce new buyers to your company. The customer might also be “rewarded” for his/her effort by giving them a discount on their next purchase (this also ensures customer loyalty.) Using a coupon in the letter encourages customers to pass them on if they don't require them.

Statistics also show that companies who get back to customers making inquiries about their products and services also gain customer loyalty. By making note of *potential* buyers, the company also gains a reputation of good service and excellent customer care.

Any company's main objective should be to promote a sense of security in the customer. It is important, therefore, that you make your customers feel comfortable, so that they keep coming back to your company, bringing in new references as well. After all, 'the customer is always right'!

# Loyalty Marketing Program

What is it that does best for your commercial enterprise? Often you have wondered about it and wandered about the various options that are coming up in front of you. You might think a good and efficient labor force or simply technology or something simpler like advertisement.

But the truth as we found out was that if a company can develop a sincere and loyal client base, not only will the sales increase manifold by virtue of direct sales to these clients but in fact they will also preach about your company and make it famous enough to draw sales.

Loyalty marketing has for such reasons become such a concern nowadays. In the present stature of competition it becomes important to sustain a group of extremely dedicated clients who have a strong bond with the company and help spread it and recover sales figures. They also last the longest.

Your loyalty marketing strategy should be well planned out and devised with due attention paid to every aspect possible. For this you need to know a few things. To begin with you have to know with what frequency your customers and which ones are returning to your enterprise to make purchases.

Offer special services to your valued customers and you'll see them responding positively in turn. Thus you craft an efficient two-way system that facilitates all your transactions in future.

At no point should it look to them that this is becoming a sole money-garnering tactic on your part. There should be considerable attention you pay to their requirements too.

Your strategy should be important in how you approach your customers to ask them to refer you to new customers. There are 4 basic measures by which strategy is devised. These are:

- **Customer behavior tracking:** To facilitate loyalty marketing, there needs to be a definite attempt to locate your consumers and especially the loyal ones. You have to find out the expenses he/she incurs on your products. Their behavioral dimensions and attitudes towards the company should be noted simultaneously. This way you know in advance who is impressed enough and who is not.
- **Measurement:** Keep a track of the performance objectives that your company is trying to accomplish. Also find out the customers' retention analysis data. These will enable you to track what is working against your concern.

- **Dialogue Marketing:** Make sure you are sending the right signals and the right ideas to your preferred customers. Also crucial is that you are sending them at the right time.
- **Customer Rewards and Benefits Programs:** Match the needs and the requirements of your loyal customers and offer them bonus and other gift items that will always please the customer concerned and act as incentives for them to push your firm.
- **Loyalty brochure:** There should be separate loyalty brochures that you could deal out amongst your customers to tell them what's in store for them.
- **Customer Rewards and Benefits Programs:** For loyalty marketing, this is a very helpful platform for your loyal customers to actually earn or reap rewards from your company that is actually particularly matched to every individual customer's needs and preference.

# Promotional Items to Enhance Customer Relations

In case you're in search of promotional items for your business you would be bombarded with a wide range of products. For handling this situation you need to carefully select any one of your product.

This should be a suitable gift to the employees or customers printed with the business information. If you want to have a strong ground in this competitive world where there is always a cut throat competition select the right promotional item. This item should give you the right kind of impetus and it should be unique by itself.

If the selection of your promotional gift is perfect, I can bet that this will help you to develop a better customer relationship.

Make sure that there are different gift for number of different reasons. Organizations have it planned to gift their employees for special events and also as an incentive to hard work. Companies use various promotional gifts for their staff. This is a common practice in appreciating the work of other individual performance professional. This definitely enhances customer relationship.

Strategically presenting a promotional gift to your business partner or your client would be very helpful. This gesture may be remembered and would be to your advantage so that the next time you contact either of them they would welcome you helpfully.

You should know the branding exercise if you wish to survive in this corporate world. It is an intelligent device of getting your company's name in the forefront.

Gifting these promotional items can be handy as they would be great marketing tools for your company. The basic idea of promotional items is backed with the idea of providing something new with every single purchase.

Make sure that your promotional item goes with the theme of your business. It should also have the perceived value.

Promotional items are usually helping the infomercials. Infomercials are the ones you see on TV.

Most of the companies use the promotional items in a handy way. They do extensive research and they use these items to the capacity. By making the maximum use of these promotional gifts, the majority of the companies benefit.

In case you have been callous in doing your market research you could find that your promotional item has no parity with your main item. This could be disastrous and create a big hindrance for your company's reputation.

# Handling Customer Complaints

Customer complaints are generally difficult for small businesses to handle. Where the staff is small and there is a lot of direct personal contact with the customer, any customer complaint tends to be taken personally and causes frustration and disappointment for the staff. So what is the way out?

The crucial first step to handling customer complaints effectively is to admit and acknowledge the reaction of disappointment or failure that the complaints produce in you. This will allow you to address the complaint objectively without being defensive or feeling hurt.

Ensuring customer satisfaction is a guaranteed means to cultivate and maintain loyal and returning customers, so you have to take care that your customers feel and believe that you are very serious and attentive about their complaints.

If you can make them feel that you respect their problems irregardless of the nature of the specific complaint, you can by extension make a statement about your respect and concern for them as individual human beings.

By building your personal relation with them when they complain, you stand to ensure that they return to do business with you and have a high opinion of you rather than severing links with you or giving you a hard time.

Here are 10 tips to deal with customer complaints

1. **Allow the customer to have their say and blow off steam.** Show interest and listen attentively to them, no matter what.
2. **Apologize clearly for the situation and express regret for any inconvenience caused.** You do not need to admit that your organization or anyone from its staff is wrong, but do apologize.
3. **Use active listening and repeat to the customer the complaint that they just made.** This way you ensure that the customer understands the fact that you have understood their complaint.
4. **Get the facts straightened out by questioning courteously but effectively.** This ensures that you get to the heart of the customer's problem, and there is no

misunderstanding anywhere. Often, the stated problem could have different strands or issues. Make sure that you identify and grasp the most important aspects.

5. **Always maintain an open and friendly tone and manner, and never lose your composure especially if the customer is heatedly angry.**
6. **Do not enter into any argument with the customer and do not become defensive.** In a service-department this is one of the hardest things to master, but is essential for people who receive the complaints.
7. **Try to fathom exactly how the customer wants his or her complaint to be dealt with and also what they expect from you next:** do they want their money refunded, do they want an exchange, or do they want a cut in price, etc.
8. **Be very clear about your position and your options:** explain to the customer precisely what can be done and what can't be done by you.
9. **Do not ever impose upon the customer your own solution without paying any heed to their demands.** Try and reach a solution with and for the customer, something which they find acceptable.
10. **Sum up the situation, both the problem and your offered solution, and verify that customer understands and agrees to the solution.** Try and ensure that the customer finds the solution apt and helpful.

# How to Deal with Difficult Customers

Customer handling has always been a tricky thing and before you know your customer service might have lost all its reputation in one fight one of your customers have with nay of your labors. There might be ten thousand things you are trying to do to please them enough but the simple intervention of some obscure thing might just disturb your entire scheme of things and make it all very impotent in a moment.

There will always be customer who will scream and shout and make your life hell. But then in a way you are condemned to serve them and so, do not balk at the prospect if taking all of that with a smiling face right there and then and actually improving on your quality of service.

Find out what went wrong even if nothing did and try and act accordingly. If there was something really erroneous on your part, try and fix the problem without minimum expression of dissatisfaction. Remember that this attitude is what is going to help you and not the other way around if you try and retort to the allegations inflicted.

This is really a matter of skill and presentation that you have to grasp properly and face the situations. This will prove how mature or professional the customer service is. There is no heroism in shouting at them as you have immediately lost a customer and faith and some more too in the process. This will have to be avoided at any cost for your enterprise to prosper.

Just call the superior assistant in that section and let him/her take care of the situation. Often this, by itself helps as you have shown the customer that the firm wants her case to be taken up by a more qualified person at a higher order and thus there has been sufficient importance assigned to her problem.

This is often known to have enough impact to pacify the customer in question. Apology should be always forthcoming from your part and especially if it comes from someone who is in an authoritative position it helps to pacify the customer to a great extent if not enough.

After you have resolved matters pertaining to the grievance continue in your service by being polite and offering other compensations. This also helps to restore the faith of the customer to a great extent.

Unless you are dealing with a complete rogue all these steps should help.

There is always a great need to listen to what the customer is saying. This is crucial to your attempts at pacifying your customer.

Difficult customers will always be there and isn't it half the reason why there are batteries of helpers in stores to help all of them and deal with an emergency in case it is right at your door like in these situations?

# Introducing the Seven Deadly Sins of Customer Service

## Detachment

Everyone likes a little bit of concern and a show of interest, and this is why customer service should never appear to be disinterested in a clients likes, dislikes and even their personal details like profession and family. Always take care to listen to them and never presume to know their mind. And remember presuming and trying to provide solutions for their so-called problems is the worst mode of action in this field of work.

## Inhospitality

When customer service is what you do, then the unforgettable code is “never let a customer feel uncomfortable.” This holds true in the case of the kind environment you handle business in and the people who handle the cases. This is especially crucial because different customers have different criteria for what they deem uncomfortable. So once again know your customers, their nature and status, and accordingly deal with them. Take them out, make them comfortable and then do business.

## Rudeness

A mere courtesy statement is not what is required from customer services. Clients are more attuned to you and your attitude towards them than you are aware of. So possessing and holding forth a right, welcoming, easygoing body language is extremely necessary. In fact a nice confident greeting along with direct clear eye contact can go a long way in breaking the ice with clients and winning their trust.

## Attitude

Just like your day is made up of ups and downs, so is your clients. A previous brawl or an unhappy incident could have soured your client's mood just as it could have yours. So, remember to gauge the attitude of your customer and handle them accordingly. An optimistic and helpful attitude on your part will go a long way in making your client feel better and vice versa. So remember to always uphold a positive image in front of clients to help them feel better.

## **Ignorance**

Not knowing what your customer wants is the worst fault of customer services. As mentioned earlier listen to your customer, their priorities and accordingly help satisfy them by giving them the best. If you act without knowing, not only will it cause customer dissatisfaction but also needless hassles on part of both your customer and you.

## **Inaccessibility**

Answering machine like looped messages being replayed into a customer's ears is probably the most annoying thing that your client can face. So the first job of any effective customer service is to be available when the client needs you. Aiding them is your job, not leaving them hanging...so make sure you give them right direction and help solve their dilemmas.

## **Invalidation**

Get what you have promised done as soon as possible. Inability to keep your word is one of the greatest sins in the area of customer services. Not only will it take your client's trust away from you and depress them, but it will also deter him or her to deal with you again. So you should always follow through with deeds, objects and quality of services and goods as you have promised to ensure good rapport in the future for their benefit and yours.

# Customer Relationship Management (CRM) Software – The Benefits

The popularity of CRM software (customer relationship management software) is fast increasing. The reason for this increased popularity is that people are being aware of CRM, and they are using it for customer service.

It's easy and user friendly technology is also providing an impetus. CRM provides the companies with the features that they benefit from. As a result of this the demand is increasing. Companies, nowadays with their growing call centre demands need this software even more.

Let us now see the benefits of using CRM software.

Its helps in keeping a track of the customer and vendors in an organized way and this is mainly because of being a customer support software. its additionally feature lies in the fact that being a web based software it can help in various things such as keeping in track of the dates or a list on contact.

Call centre software are potentially very strong as they can do much more. Strangely most businesses don't make the full use of the CRM and fail to realize that it is very efficient.

This software is helpful in keeping records of names and dates, with additional feature such as remembering sales, returns, important dates, and reminds people of tasks they must do. This is definitely a boost as people within the company don't miss out on dates and important deadlines, meetings, phone calls, or anything else.

The task of good web base software is to enable you to keep in contact with both customer and client that would help them to receive high level of customer care that they need. When customer feels that you're responding to their quarries they feel important and that helps the business to grow.

Only good call centre software helps your business grow, repeat business and attract new customers.

Web based CRM software provide higher level of service at cost effective price. So we see that customer support is no longer expensive.

Let us see the options that we are open to when it come to CRM? Microsoft is a definite choice as it provides all your CRM needs and is gaining popularity with time. This Microsoft CRM avoids problems that may incur while interacting with clients. CRM helps in making a relationship rather than breaking it, so hopefully its importance is understood.

CRM is specially designed for the small business and provide a complete customer relationship management solution as you may not run an international operation.  
CRM is an apt solution for small scale business.

Proper functioning businesses need CRM. It keeps a critical watch over, and helps the business to be organized. It deals with client in the best possible manner. Including CRM will be beneficial as it is a strategic move.

Even while choosing a CRM do make sure that you do a lot of research. An extensive research would help you to find out the right software for your business. So we can see how CRM build a company's reputation among its customer and helps it cater to their needs. And also help the company to achieve greater heights.

# Choosing a CRM Program

As sales man, I would definitely try to involve more time at making sales rather than wasting my valuable time learning how to operate the CRM. I would want an efficient interface that will enable me to have the customer information handy.

More efficiency means more money.

I have with time, realized that most CRM programs are not designed to support business like mine, therefore it is necessary for me to have a CRM designed to provide for me vital information that would be critical for me.

CRM is very accurate as it offers accurate information. If you are new to CRM get use to this. You may not be used such accuracy while getting information from the company's database. CRM program needs to be used to the fullest. You would be lucky if your program has the ability to capture and process relevant information. Don't make it a mere tool which is not used properly instead use it 100%.

CRM secures information by promote collaboration. As the information and feed back I get from my customers are sensitive, I appreciate that CRM keeps it to authorized people only. A CRM needs high level of security but on the other hand it should be easily controlled and administered.

As in past the story of CRM drove me crazy. Reporting was such a menace. CRM helps to produce all the vital information, such as customer information, customer history and performance. CRM also helps in producing the history in a report form.

CRM has the ability to produce the variety of information in a professional way. One should be aware that a powerful presentation keeps the customer satisfied. This satisfaction can be the base to some new opportunity.

While choosing the customer relationship management program be careful that you choose the one with this feature. Affordability is very important. Make sure that your program is affordable because there is a wide variety of CRM at various prices. There would be many CRM programs offered at very high prices. Make sure that you do an extensive research so that you get the best buy.

In my office I decided to get hold of “seat” for the offered price was excellent. In the past we had four different kinds of CRM used by four different salesmen, which was a little over the top! CRM would help you to increase your productivity as it did in my case and the best part of the deal was that it did it without really adding on the expense.

You would be surprised if you see how CRM has benefited us. It has increased growth, brings about a healthy practice, encouraged policy driven program and made the work flow integrated. Your CRM should have the ability to add different programs to increase its usefulness.

Don't migrate from program to program, thinking that the CRM no longer suits. You must know that most CRM has the ability to adapt to standard office desktop application such as ms outlook. Purchase your CRM from a forward thinking company as the key lies there.

# Customer Service over the Phone

The fast technology has enabled customer to be in touch with the customer service officers. Various mediums to do so are phone lines, email fax and other forms of communication. These have developed in the past few years and are therefore extensively used by the companies to increase communication with their customers.

In the Philippines, a new creed of professionals are developing as they are providing one of the best customer services.

This is because numerous companies are sending their outsourcers to Philippines as there are benefits such as a move to be offered. Out here there is a strong etiquette which teaches these customer service officers how to handle the customer over the phone. It is the kind of culture that has developed in each Filipino.

They are ready to provide help to the customer until the problem is completely resolved and the issue has been put to rest. The real test comes when these customer service officers have to deal with irate and incorrigible customers. Patient is a virtue and these customer service officers have it imbibed in them.

The easiest solution would be shouting back at such customers but they don't prefer it that way. The most important reason as to why this cannot be done is because of the legal hassle but they go ahead of all this and stay calm and resolve issues with utmost care.

Customer care is the first place where a company provides a helping hand to their customers by addressing all their quarries.

Though the world has a very negative approach but this new form of etiquette is welcomed and considered as an important development for moving forward.

It is wrong to think that the customer service officers are handicapped and cannot retaliate with restricted choice.

It is important to know that the various customer service officers are dedicated to their clients. Their commitments are shown in the manner in which they deal with the customers. They make their experience pleasant.

It is important for these officers to learn that only patience and courtesy might not be enough for impossible customers. For this they need to learn vital tips and additional techniques. This is important because there are customers who insist that what they say is true even if it isn't.

These customer service officers have to put up with demands that could be both ludicrous and crazy. These customer service officers have to be careful that they are both courteous as well as they have to protect the interest of the company.

Sometimes we forget that etiquette on phone is a two way traffic! But unfortunately the burden of maintaining the decorum falls on the shoulder of the customer service officers. The Philippines are doing a good job in training their officers in such a way that they are able to deal with such situations.

Don't think that customer service is a nightmare. If the proper kind of training is received, with the right kind of knowledge and skill, maintaining good customer relations will not be a tough call.