

Creating an Effortless Experience to Keep Customers Coming Back .

WHAT IS AN EFFORTLESS EXPERIENCE?

Every consumer has had positive and negative experiences with a brand. There are plenty of examples to choose from when thinking of bad customer service experiences. A product might be really great for the most part, but as a consumer, the first time that you have to sit on a phone for two hours going back and forth through customer service channels, you're likely to be a bit turned off from that brand. If you can't understand what the person on the other end of the phone is saying, either because of a language barrier, or because they are using terminology that is above your pay grade, they are going to be frustrated. With every frustration, the competitor looks better and better to the customer. .

As everyone knows, not every experience will be flawless, so with this said, what can we do to build a loyal customer base ? What makes you loyal to a brand?

Consumer Buyers were asked to rate in order the following five reasons they are loyal to their brands and below are the results .

Quality	88%
Customer service	72%
Price	50%
Fast Shipping	35%
Convenience	20%
Commitment to social responsibility	12%
Other	9%

Respondents valued quality (88 percent) and customer service (72 percent) above price (50 percent).

Customer satisfaction isn't just about whether or not the product works for the customer. Customer satisfaction is about the entire experience of buying, using, and troubleshooting the product or service. Your goal is to please your prospects and customers — no matter where they are in the buyer's journey — by creating an experience that is as hassle-free for the customer as possible.

Your product is only one piece of the equation. In reality, customer service is what drives revenue, retention, reputation, and referrals.

Now that you understand what an effortless experience is in theory, let's move on to the building blocks of how to create the effortless experience.

BUILD TRUST WITH YOUR CUSTOMERS

Every interaction customers have with your brand impacts their perception of your product. That's why building trust with your customer is so important. Trustworthiness is tough to measure, but you can start by evaluating and improving on customer satisfaction.

Building trust with your customers starts with building great products that actually help your customers. It's not enough to just sell your customers the same thing over time. You have to be constantly looking to innovate your products. Don't stick with the status quo. Constantly strive toward making life easier on your customer by serving them with awesome, quality products.

If customers give you feedback and complaints via forums, calls, and through e-mail. Don't just let that information sit there. Collect and track this information and use it to make the changes necessary to keep your clients coming back. .

Don't just rely on your customers to provide feedback on their own. Survey them to figure out what they love about your products and areas they think need improvement.

Use social networks to follow product trends and directly ask consumers for ideas. Plan for innovation: make it a part of your company. Create target goals for products and encourage your team to constantly be looking for the next big idea.

Eliminate unnecessary product constraints and combine your products with other compatible products to make life easier on your customer. Think about the modern smartphone as an example. Why punch multifunction buttons when you could just touch a screen instead? Why just have a product that can make regular calls, video calls, take photos, and search the web?

COMMUNICATION

Building trust starts with how you communicate with your customers. How well you communicate with customers doesn't just come down to your frontline customer support team. It includes your online information, social media presence, frontline support team, and every written or vocal way that your customer might interact with your brand.

67% of consumers would prefer to find answers through self-service channels over contacting customer support. Address how easy your self-service channels are to find and how easy it is for your customers to execute based on those channels.

Do you have an easy to find and navigate FAQ page?

Are your social media managers able to respond to questions online quickly and effectively?

Evaluate how personal or impersonal your support staff is when interacting with your customers. Are your customer service reps enthusiastic, energetic, and excited to help your customers, or are they just going through the motions?
Can your staff speak clearly in the language of your customer ?

Remember that your frontline customer support representatives aren't always actually the frontline.

40% of consumers contact a call center after they've already looked for answers themselves via self-service channels.

Optimize your online search results for your customers. Track what words your customers are using to search for answers and optimize your website accordingly. Your website isn't a person, so there will be times when your customer has to dig to find what they're really looking for. Make it easier on them by offering suggested articles and resources on your selfservice pages to make the dig more effortless.

Part of creating an effortless experience for your customer is enabling them to find answers to their questions and solve their own problems. This all comes down to how well you're educating your customers.

Imitate the "suggested results" principle on your live channels. Make sure your customer support representatives are listening and asking your customers questions so they can provide additional support or resources when your customers do contact live support.