

## The Value of the thank you/good feedback

I received a great email from Lou Fletcher, of [Piccolo Property](#) in Salisbury: "I love receiving your emails - they constantly remind me of all the things I **\*will\*** do when I can magic up some more hours in the day! Good tip about picking up the phone - you're right - it is good to talk!"

Just a couple of sentences; doesn't take long. Nice to send. Great to receive. How often do you give positive feedback and/or thanks? What more could you do?

Scary stats for why people stop buying from businesses:

- 1% die
- 3% move away
- 5% follow a friend's or relative's recommendation
- 9% find an alternative they perceive to be better quality or value
- 14% are dissatisfied with the products or service
- And a massive 68% of people leave a business because of... indifference. They take their business elsewhere simply because they do not feel valued.

Since a lot of time, money and effort are spent acquiring new clients, if existing clients leave you because of indifference, you might as well be flushing £50 notes away!

Too often the only way for a customer to leave feedback is to go online and post a negative review. Head off that negative word of mouth and encourage more happy customers to leave reviews by making it really easy. Give out lots of feedback and comment forms - and don't forget that checkbox that says, "Yes, I give permission to use my comments in your marketing materials."

### Get feedback from customers, friends, business associates, employees.

- Try to find out **who** is seeing your message and **how** they are seeing it
- When you first start working with a new client/customer 'seed' from the outset that you will be asking them for a brief testimonial when the work is completed. Don't feel embarrassed to ask, and remember to do it!
- Thank clients for WOM referrals and recommendations. If someone is sending you lots of referrals, send a small, quality gift as a thank you.
- Is your business appropriate for a loyalty scheme to be introduced?
- If someone has used your service, you could put together a brief questionnaire, perhaps 6 questions. And if it's only a quick transaction you had with the client, don't include lots of 'subjective' opinion questions. I received one last week and after 5 minutes I was only 37% through. I zapped it away and emailed back and said it was too long! The power of stats from such surveys is powerful, though. "XX% of customers reported being 99% satisfied with our work" - for example.

Always be willing to tweak and tune your offerings as you go, based on feedback.

*Debbie Newman*