



Happy Clients. Happy Company.

A GUIDE TO CLIENT SATISFACTION.



HAPPY CLIENTS— WHO CARES? YOU SHOULD!



**CLIENTS MAY BE PLENTIFUL THESE DAYS,
BUT UNHAPPY CLIENTS CAN DAMAGE:**

Your reputation.

Negative online comments can quickly go viral – and damage your business. In fact, 88% of customers trust online reviews as much as personal recommendations.

Your bottom line.

It costs far more (up to 6x as much!) to replace a customer than it does to keep existing ones happy. If you improve your service, even incrementally, you can significantly boost your bottom line.

It's no big secret:

Happy customers are more loyal and profitable. But aside from making free placements (which would thrill your customers but would definitely not be a sustainable business practice), how can you up their happiness factor?

*This eBook will show you how to stop the churn –
and create more satisfied, loyal and profitable clients.*



HOW HAPPY ARE YOUR CLIENTS?

“SILENCE IS GOLDEN.”
Really?

NOT WHEN IT COMES TO CUSTOMER SATISFACTION.

Here's why:

Most unhappy customers will never say a word to you. They'll just quietly take their business elsewhere, because:

- they find confrontation stressful.
- they fear that complaining will make them look bad.
- they may blame themselves for service problems.

The result? A void of silence – and a loss of business.

A lack of complaints is not necessarily a sign that your service is amazing. So, ask yourself again: How happy ARE your clients?



ASK THEM!

TO MAKE SURE YOU'RE CONSISTENTLY DELIGHTING CLIENTS, YOU NEED TO BE PROACTIVE – AND VIGILANT.

Here's why:

- soliciting feedback shows customers that you care about them.
- it's easier to deal with small issues before they mushroom into big problems.
- it creates a cycle of positive communication. Most of the time you won't uncover a problem; you'll simply have a rewarding interaction with your client.

To get a pulse on your clients' attitudes and perceptions:

SURVEY THEM.

Sites like [SurveyMonkey](#) make it easy to create simple, effective surveys that can help you identify service issues and improve your process:

- Think like a customer when writing your questions, targeting their biggest "pain points" in staffing and the service you deliver.
- Actively solicit both positive and negative feedback. In addition to uncovering service problems, you can also identify new business opportunities and garner case-study and testimonial content.
- Keep it short, and get to the point quickly. Ask your most important questions first, in case clients don't take the time to complete the entire questionnaire.
- Read this [Shareworthy Service post](#) for more tips on creating a killer customer service survey that gets answered – and provides the answers you need.

REPUTATION MANAGEMENT

Haley Marketing's Reputation Management Service makes it easy to get feedback from your clients...and generate more testimonials and online reviews! Contact us today to learn more.



AND THEN ASK AGAIN.



GAUGING CLIENTS' SATISFACTION IS A PROCESS; NOT A ONCE-AND-DONE EVENT.

[Research from Inavero](#) shows that high-performing agencies implement an ongoing quality control process to measure satisfaction. Here's what you can do to amp-up your customer service by improving check-ins and follow up calls:

IMPLEMENT A FORMAL QUALITY CONTROL PROCESS.

You probably have some type of quality control process in place (85% of staffing agencies do). But to reliably address service and satisfaction issues, follow a well-documented process that includes accountability metrics to gauge success.

HIT THE SWEET SPOT FOR CHECK-INS.

Believe it or not, too many customer touch points can actually fatigue the service relationship. To optimize satisfaction, create a process with 3 or 4 check-ins.

MEASURE SATISFACTION ALONG THE WAY.

Track the factors which matter most: types of issues, patterns that arise across placements; and internal employee accountability measures to ensure issue resolution.

USE EMAIL FOR AT LEAST SOME OF THE CHECK-INS.

Clients are extremely busy, and email is a convenient way to gauge satisfaction and identify issues. Plus, many clients feel more comfortable providing honest feedback in writing.

MAKE IT TWO-WAY.

Creating a true two-way dialogue is the ideal way to deliver shareworthy service that strengthens business relationships – and leads to more repeat business!



WANT HAPPIER CLIENTS?



You can't bribe your employees to deliver consistently exceptional service (at least not legally), but you can use these four best-practices to "wow" your customers:



1

Build a service culture

Being truly customer-centric involves more than just offering great service. It's an ideology that penetrates every aspect of your culture, where everyone in the organization:

- views service experiences through customers' eyes;
- is empowered to solve customers' problems, meet their demands and exceed their expectations;
- provides shareworthy service to both external AND internal customers;
- puts customers at the heart of their business.

Over time, a customer-centric strategy will strengthen your business relationships and increase the lifetime value of each staffing client.

WANT PRACTICAL TIPS FOR BUILDING A SERVICE CULTURE?

Start here:

[Building a Customer-Centric Company Culture](#)

[How is Your Staffing Firm Like a Tootsie Pop?](#)

[What's True of Health, Happiness and a Customer Service Culture?](#)





2

Take a trip!

BUT NOT JUST ANY TRIP – A CUSTOMER JOURNEY.

Every time a client places a staffing request, they go through a series of steps (i.e., touchpoints) that lead them on a journey – from the moment they learn about your firm, throughout the life of your business relationship.

Understand that journey to improve customer experience (CX) – and your bottom line.

Creating client “journey maps” is a process you can use to:

- guide customers properly (i.e., educate them, build your brand, put them in touch with the right resources);
- convert more prospects into clients (i.e., by shoring-up your sales and recruiting funnels);
- identify opportunities for improving services and processes;
- ensure consistently shareworthy service – and ultimately, happier customers!

WANT TO LEARN HOW?

Get practical tips for journey mapping here:

[Come on a Trip with Me!](#)

[Journey Mapping: What Paths Do Staffing Customers Take?](#)





3

Up your game.

YOUR SOCIAL CUSTOMER SERVICE GAME, THAT IS.

Customers demand it. Your competition is already doing it. And these [stats](#) make the importance of great social CX crystal clear:

- 40% of customers already use social channels for customer service.
- Not answering a complaint from social media decreases customer advocacy by as much as 50%.
- Social customer service programs can increase annual customer satisfaction scores by nearly 20%.

In today's always-on, real-time world, customers expect immediate response – and it's your job to provide it by:

[Setting clear goals](#). Do you want to speed up resolution? Create brand ambassadors? Lower service costs?

[Appointing a social media monitoring and response team](#), and creating a clear set of policies for responding online.

[Using social monitoring and management](#) to stay on top of what's being said about your staffing service.

[Being focused](#). Do an excellent job over just a few channels, rather than spreading yourself too thin and dropping the ball.

[Triaging new conversations](#). Your social customer service resources are finite, so tend to the most serious problems first.

[Treating your clients as collaborators](#). By solving their problems through social media, you can generate more favorable commentary about your staffing brand.

READY TO BRING YOUR A-GAME TO SOCIAL CUSTOMER SERVICE?

These posts offer in-depth help:

[How Sweet is Your Social Customer Service?](#)

[Un-Shattering a Fragmented Customer Experience](#)





4

Get creative!

ONCE YOU HAVE THE NUTS AND BOLTS IN PLACE TO KEEP CUSTOMERS HAPPY, LOOK FOR UNEXPECTED WAYS TO AMAZE AND DELIGHT THEM:

Send a "love letter."

- Forget generic "thank you" notes; use blank note cards pre-printed with your company logo.
- Personalize the message. Stay away from hype and clichés; just talk straight and express your sincere thanks.
- Make it a habit. Devote just 15 minutes to the practice each week, and within a few months you will have contacted dozens of clients in a meaningful, non-salesy way (the stuff upon which lasting business relationships are built!).

Provide a little something extra.

It could be a box of chocolates, a position-specific salary survey, or anything else which has value to the client. The practice generates good will, while increasing your likelihood of earning future business.

Share their content.

You're trying to educate prospects, properly position your company, and add value. Guess what? Your clients are trying to do the same things! Aid their efforts by occasionally sharing their content on your company blog or social channels.

Remember important things.

Go out of your way to find out birthdays, anniversaries and upcoming events that matter to your clients. Use a calendar app to remind you of important dates. Then send a card or gift, or just give them a call to recognize the occasion.



WHEN STUFF GOES WRONG

(AND IT WILL)...



Even the best staffing firms don't get it right every time. At one point or another, we all miss deadlines, fall short of expectations or deliver service that leaves clients, well, underwhelmed.

When you're faced with an unhappy customer, turn things around with an amazing service recovery process:

ONCE YOU HAVE THE NUTS AND BOLTS IN PLACE TO KEEP CUSTOMERS HAPPY, LOOK FOR UNEXPECTED WAYS TO AMAZE AND DELIGHT THEM:

Be a duck and allow them to vent.

Sometimes, just listening while a customer airs their complaint makes them feel better. Give them the stage for a bit and reserve judgment until you know more.

Really listen!

Once they've had a chance to speak, ask follow-up questions to make sure you understand exactly what happened. Pay attention to their emotions to help identify the real cause of concern.

Don't "fauxpologize."

Phrases like "I'm sorry you feel that way" may be easier for you to say, but they're not apologies. Remove any hint of defensiveness from your apology. Make no excuses and take responsibility.

Discuss options.

Once the customer is calm, use a phrase like "Let's find a way to work this out," to move the conversation forward. At each step of the resolution process, check to be sure that proposed actions will be acceptable.

Thank them for sharing their problem

Yep! After all, if a client shares their problem with you (instead of venting on social media), you have an opportunity to save the business relationship before your reputation is damaged.

Be transparent throughout the service recovery process.

Honesty is a critical part of service recovery. Instead of "yada-yada-ing" your way through an explanation or using vague, blanket statements, provide a reasonable level of detail. Candor restores trust, sets the stage for resolution, and may prevent the problem from recurring.



REMEMBER: YOU DESERVE TO BE HAPPY, TOO.

AND SOMETIMES, THAT MEANS SAYING “NO” TO CLIENTS.

Certainly, you should always do whatever you reasonably can to create a great customer experience. But to consistently deliver truly shareworthy service, turn clients down when they ask you to do something that:

- you don't have the resources for.
- you don't have the expertise for.
- you can't attain the capacity for.

Sound crazy?

Think about it for a minute. If you say “yes” under circumstances like these, you can fail miserably – falling below expectations, undermining trust and ultimately losing your best customers.

It's smarter business to tell a client that you can't do something upfront, than to make promises you just can't keep. In the long-run, your client will respect your honesty and trust you even more.

And you'll both be happier.



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