

HOW TO VALUE CUSTOMERS

By [Afshan Kinder](#) | Published in Call Center Helper: March 2024

Customers feel cared for and valued when their experiences are personalized to their needs, lifestyle, and personal choices. To make this a reality, organizations must enable Team Members to have access to deep insights about buying behaviors, usage patterns, and preferences.



Not quite there yet? Immediate wins can be achieved using the old fashion way of Team Members reviewing key account fields and demonstrating genuine curiosity about customers' usage and sentiments about products. To make customers feel cared for and valued, integrate these into daily customer conversations.

1. **Make customers lives easier:** When wait times are long, it's difficult to address customer frustration. To show customers that we do value their time, aside from expressing empathy, your team can recommend another time to connect when wait times are shorter.
2. **Understand customers' 'raison de faire' for your product:** Coach your team to learn the initial reason your customer chose your product. By recommending features that match your customer's original purchase intention, they can surprise and delight. For instance, if a customer's goal of building savings for a dream trip has not transpired, introduce an automatic deposit feature. This easy to implement solution can make your customer's dream come true.

3. **Anticipate needs:** Coach your team to proactively match a solution to customer preferences and to provide suggestions so the next phase of your customer's journey is seamless. Drop the gauntlet to see who on your team can be true detectives!
4. **Add the human touch:** A handwritten, personalized note to your team adds a special touch signifying genuine thought and appreciation. When leaders show gratitude for their team's contributions, this feel-good moment can be extended by your team to specific customers. When a customer receives a handwritten positive message in the mail, this unexpected surprise shows that you truly care.



Afshan is a sales, service and contact center guru. Her superpower is her unique approach of inspiring clients to embrace fresh ideas, concepts, and cutting-edge strategies to spark and sustain organizational change. Her strategies have been successfully used by her Fortune 500 clients to simultaneously improve customer experience, revenue, and productivity. Clients have sustained these gains by building a foundation for all levels to be inspirational leaders and exceptional coaches by using her Elevate to Great strategies.

[Connect with Afshan on LinkedIn!](#)