

5 Proven Ways to Increase Sales and Keep Your Customers Happy



**CONTACT
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Introduction

One of the biggest challenges any business has to face is customer satisfaction.

You can spend money to acquire more customers and generate more revenue. But customer attrition, especially customers that leave because they aren't happy, can completely derail your business on many levels.

The immediate loss of revenue because of refunds or credit card chargebacks coupled with the long-term consequences of not having a customer to upsell or cross-sell can directly impact your bottom line.

Plus, any negative reviews or feedback made public on social media or other websites can damage your reputation and prevent you from achieving further growth.

You can see how poor customer service can impact your overall business.

That's why we created this free report.

I'm Michela Lombardi from 3C Contact Services Inc. Over the past 8 years, we have helped a wide variety of businesses—probably just like yours—increase their revenue and their customer satisfaction, while decreasing their refund rates, negative reviews, and credit card chargebacks.

In this report, we reveal five key steps to help you increase your sales while keeping your customers happy. If you'd like even more advice that's tailored to your specific business, please e-mail me at michela@3ccontactservices.com and I can show you exactly how to help your business.



But for now, let's start with the first way to increase sales and keep your customers happy...

#1. Monitor and Manage Wait Times

One of the most important aspects of customer service is making sure your customers don't have to wait too long. By using a call center, you can more efficiently manage customer calls and keep them from being placed on hold for extended periods of time.

Your call center can also help you monitor customer satisfaction levels so you can make changes to your processes as needed.

According to a study by customer experience management firm InMoment, "44% of customers say they will take their business elsewhere after just one bad experience."

That means if your customers are waiting too long for support, they could take their business to one of your competitors.

A call center can help you avoid this by consistently monitoring customer wait times and ensuring they are kept to a minimum.

#2. Process Refund Requests Fast!

Another key part of customer service is processing refunds quickly and efficiently. If a customer is not happy with a purchase, they should be able to request a refund without any hassle.

If you make the refund process difficult, it will only frustrate your customers and increase the chances of them taking their business elsewhere.

This can also help reduce credit card chargebacks.

According to a study by The Chargeback Company, “61% of customers who file chargebacks do so because they couldn’t reach customer service.”

A call center can help you process refunds quickly and efficiently so your customers are satisfied and you can avoid credit card chargebacks.

#3. Lead with Compassion

In any customer service interaction, it’s important to lead with compassion. That means putting yourself in the customer’s shoes and understanding how they are feeling.

If you can empathize with the customer

and show them that you understand their problem, they will be more likely to trust you and do business with you in the future.

On the other hand, if you come across as cold or unhelpful, the customer is more likely to seek out a competitor.

It’s important to remember that every customer interaction is an opportunity to build trust and create a lasting relationship.

Compassionate customer service is one of the best ways to do that.

The best call centers will train their employees on how to be compassionate with customers who are upset, angry, or agitated to help defuse the situation that results in an optimal outcome for both the customer and the business.

Other issues besides anger can arise that need to be addressed with compassion. These include customers that are hard of hearing and need to have items repeated multiple times. It can also include seniors who may need assistance with technology. Sometimes, a customer needs an urgent



solution that requires the rep to expedite service.

All of these factors require compassion from the customer service representative. When selecting a call center for your business, ensure that their reps have been properly trained in compassion and understanding.

#4. Keep Operations in North America

Another way to increase sales and keep your customers happy is to keep your customer service operations in North America.

There are a number of reasons for this.

First, customers prefer to deal with customer service reps who speak the same language and understand the same cultural context. Even if the overseas call center has English language experience, sometimes heavy accents can irritate North American

customers, especially ones that are calling with negative customer service issue.

Second, if you have your customer service operations in North America, you can more easily monitor and manage them. You don't have to deal with time zone changes, office closures due to foreign holidays, or any other inconvenience using a call center operating overseas. Plus, because of the lower wages and cost of living in some of these countries, the employee turnover can be very high, resulting in inconsistent service.

And third, customer service representatives in North American understand the issues of North American customers better than those overseas. There are cultural differences as well that could negatively impact a customer's experience. For example, in some instances, a call center rep might offend a customer by a choice of words that might not be considered offensive that country. Other times, an overseas call center rep might not fully understand the product



or service because it's one their unfamiliar with in their country.

All of these factors can lead to unhappy customers and reduced revenue from refunds and chargebacks, so even with a slightly increased cost, a North American-based call center could save you in the long run.

#5. Engage with Experience

When you're looking for a call center to help with your customer service needs, it's important to choose one that has experience serving businesses in your industry.

The call center should understand the unique challenges and opportunities that are specific to your industry.

They should also have a proven track record of helping businesses increase sales and improve customer satisfaction.

Don't be afraid to ask for references from the call center's past clients.

And be sure to read online reviews before making your decision.

3C Contact Services can provide tailored inbound and outbound solutions while improving profitability, increasing market share, and maximizing your understanding of your customer relationships. 3C's customizable solutions are the answer to up-selling and cross-selling your products the way you want. We specialize in understanding behaviours that could prevent a successful sale.



Located in the Greater Toronto Area in Canada, we have a dedicated and well-trained team of customer support specialists who are able to consistently provide excellent services, delivered in a timely and cost-effective manner.

Since 2014, we've been providing state-of-the-art contact center solutions designed to provide our clients with the greatest level of support. From dental practices, publishing companies, health supplement companies, educational support firms, and more, 3C Contact Services is your best solution to help keep your customers happy with the goal of increasing your revenue.

Contact Michela Lombardi at michela@3ccontactservices.com or call us at (905) 761-4559 and let us help your business today!

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