

# Getting Beyond Uncertainty

SMB Quick Reference Series

## Taking Control of Market Interactions

In times of uncertainty, a sure method for growing one's business is maintaining the highest level of customer satisfaction. Customers are a key company asset that, depending upon how they behave, can have a strong impact on the success or failure of a company.

If customers remain loyal and continue purchasing, the company's prospects are good. But if the costs to support those customers exceed the revenues they generate, prospects will look bad. Careful consideration to key technologies and processes can help business maintain and grow customer loyalty while at the same time lower the costs to support them. So, what is a business to consider?

- **Increase Awareness of Customer Experience:** Within the business, ensure that everyone understands their role in increasing the overall experience and satisfaction of the customer. And that everyone, together, can significantly increase loyalty and repeat business.
- **Understand Organizational Maturity and Innovation:** Put customer management objectives in every employee's compensation plan; track and document customer interactions to identify areas of improvement; use feedback surveys to gain insight; personalize customer experiences – especially for the most loyal and profitable customers.
- **Invest in Customer Insight Technologies:** Customer Relationship Management (CRM) is a great start in understanding the customer and what motivates them to buy. Also, such technology allows for intelligent issue capture/resolution and measurement of overall loyalty.
- **Invest in People with Training:** Sensitize employees and contractors to customer management processes; grow interaction skills; create a positive customer atmosphere; provide the ability for most customer issues to be handled in one contact or call.
- **Invest in Productivity Technology:** Ensure that the employee/contractor has the most current productivity tools – including hardware and software. Integrate software applications to minimize redundancy and human error in the taking, processing, and shipping of orders and resolution of customer issues. Make sure that employees/contractors can easily collaborate and communicate in a manner that encourages innovation and advantage.
- **Consider Customer Self Service:** What can the customer do for themselves with regard to product/service ordering, and information gathering? Implement tools that allow the customer to get what they need, when they need it, and how they need it. Let the customer control their interaction, while lowering your costs.
- **Aggregate for a Unified View of the Customer:** Look to software solutions that bring together customer information, order history, profitability, purchasing trends, renewal dates, past/current issues and resolutions, and interaction frequency and style. When all this information is brought together, the business can accelerate customer service and quickly identify areas for cost savings and innovation.

Businesses can easily and quickly achieve this customer-oriented approach – thereby increasing satisfaction and loyalty while reducing costs. The answer is NextCorp and the SMB Suite.

As a fully turnkey solution provider, NextCorp and the SMB Suite ensures that you're getting the most out of your technology investments, that you've got the information you need to service your customers better than ever before, and that you have the tools you need to expand your offering and creativity to attract new opportunity.

Discover how you can achieve these strategies with the SMB Suite from NextCorp, Ltd. by simply visiting: <http://www.getsmb.com> or by calling 1-800-525-NEXT.

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