



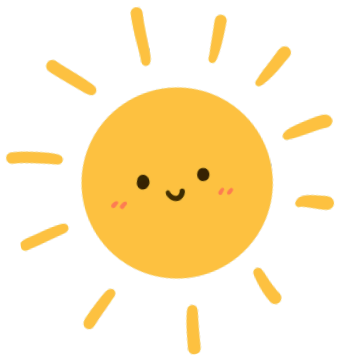
Customer Experience & Retention

5 KEY POINTS

Exceptional service creates loyal customers and drives word-of-mouth in tight-knit communities. Here are five practical tips to elevate your service, reputation, and in-store experience.

1. Simple Ways to Improve Customer Service

Strong customer service starts with the basics: greet customers warmly, listen actively, and solve problems quickly. Personal touches—like remembering names or preferences—can transform one-time visitors into loyal regulars. Ensure your team responds promptly to calls, emails, and messages to keep customers feeling valued. A consistent service standard can set your business apart.



2. Managing Online Reviews & Reputation

90% of consumers read online reviews before visiting a business (*source: BrightLocal*). Keep Google, Yelp, and social media info updated with hours, photos, and contact details. Respond professionally, address negative reviews calmly and constructively, and thank customers for feedback. Encouraging happy customers to share their experiences online helps strengthen your reputation and build trust with new audiences.

Tip: Set up Google Alerts for your business name to catch mentions across the web.

3. Create a Memorable In-Store Experience

People remember how you made them feel. Thoughtful touches like good lighting, inviting music, and seasonal displays make your space more enjoyable. Consider adding small surprises such as free samples, handwritten thank-you notes, or exclusive loyalty perks for lasting impressions. Walk through as if you're a first-time customer to help you see opportunities to enhance their experience.



4. Build Strong Customer Relationships

Retaining existing customers costs less than acquiring new ones. A simple loyalty program can encourage repeat purchases and show appreciation for your customers' support. Regular communication through email and social media keeps your business top-of-mind while sharing updates, events, and behind-the-scenes stories. Asking for customer feedback not only improves your service but also demonstrates that you value their opinions.

Tip: Celebrate milestones like customer anniversaries or birthdays.

5. Monitor & Improve Continuously

Great customer experiences require ongoing attention. Tracking customer satisfaction, repeat visits, and referrals helps you identify what's working and where to adjust. Regular staff training ensures your team continues to deliver high standards of service. By staying flexible and listening to customer trends and feedback, your business can keep evolving to meet community needs.



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