

Customer's as Your Virtual Sales Force

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Think:

- ▶ Do you have a customer loyalty program?
- ▶ Do you have way to track customer satisfaction?
- ▶ What are your customer's motivations for using your products/services?
- ▶ Do you have a company Facebook page or other social media sites?
- ▶ Do I delight my customers across all touch points?

Do:

- ▶ Reward you most loyal customers.
- ▶ Identify those customers with the highest company satisfaction.
- ▶ Interact with your customers on social media.
- ▶ Identify and fix potential weaknesses in customer service interactions.