

The Tremendous Importance of Simply Saying, “Hello!”

Far too many customers have grown to expect poor customer service. Whether its rude employees and customer support or impersonal robotic phone system responses, customers are often shocked when they receive pleasant customer service. In such a climate, it is clear that businesses that simply treat customers well are taking advantage of a huge opportunity.



If you’ve ever personally called a credit card or cable company looking for help, then you already know that it can be something of a depressing and even frustrating experience, leaving you feeling drained. More than likely you don’t feel too positive about any automated experience that bounces you around from one hold menu to the next. Summed up another way, hold music is never a fun or rewarding experience.

Communication is Always Changing

In the “old days” a telephone call was often a customer’s first experience with a business. Now, the game has, of course, changed, with most customers first experience being via the business’s website. While we can’t predict with 100% accuracy how businesses will be communicating with their customers in the future, we do know one fact for certain. The human touch will likely be valued for a long time to come.

Your Website is a Valuable Tool

The initial point of communication with a client, whether it is via telephone or your website, is of critical importance. If a customer has trouble finding key information about your business, such as your location, hours of operation or an easy to understand menu of what goods or services are offered, then they will take their business elsewhere. Consumers don’t generally wait for businesses to get their “act together.” They simply move on.

Simply stated, you want your business's website to be very user-friendly, streamlined and intuitive as possible. Keep in mind that you understand your business and what it offers, which means you may not be the best judge in spotting flaws in your website presentation. For this reason, it is best to test your website designs with many different potential users who have little or no information about your business and what goods and services you provide.

In the end, every single client is valuable. For every client you lose represents both a potential loss of revenue and revenue being placed in the pocket of your competitor. Don't let customers slip away simply because there wasn't a friendly voice answering the phone or your website lacked clarity.

About CK Business Consultants, Inc.:

CK Business Consultants, Inc. has been dealing exclusively in the sale and acquisition of petroleum and propane related mid-market companies since 1976. We are qualified, experienced, and highly professional intermediaries working with both buyers and sellers in the successful transfer of business ownership. We handle all phases of the project including initial analysis, valuations, developing a confidential information memorandum, locating qualified buyers, negotiations, and execution of the transaction. For more information, please call or email Gary Papay @ 570-584-6488, gpapay@ckbc.net or visit our website @ www.ckbc.net.