



# SARAH MATTINSON ART



## A CREATIVE APPROACH TO CUSTOMER SERVICE

A comprehensive outline on how to add value to your current relationships and enhance your consumer experience in a way that represents you and your business.



# GUIDE BREAKDOWN

## WHY IS CUSTOMER SERVICE IMPORTANT?

A breakdown of all the ways consumers interact with your business and why enhancing those experiences matter

## *3 Areas Of Consumer Experience*

**1**

### **AUTOMATED INTERACTIONS**

- The opportunities of automated interactions
- Automated customer service checklist
- Making your automations unique and on brand

**2**

### **DIRECT CLIENT INTERACTION**

- Response time and reachability
- Plan to include unexpected extras into every service or order
- Anticipate consumer needs and have options or resources prepared that add value to your service or product

**3**

### **FOLLOWING UP**

- Have value adding stationary following a service or to include with every order
- Have a follow up calendar to send a regular thank you and check in to see if there is anything you can do
- Have a small annual gift or thank you message that you send out to a growing client list



## THE IMPORTANCE OF CUSTOMER SERVICE

- Why is customer service important?
- Why do you offer what you do?

More often than not these two questions have the same answer, and what you provide your client is something that is worth offering and often betters their lives. Customer service is the support system that makes it easier for both you and the consumer to help and be helped. This relationship needs support like any other part of your business, strengthening your overall consumer experience can help you focus on what you do best and fulfilling their needs.

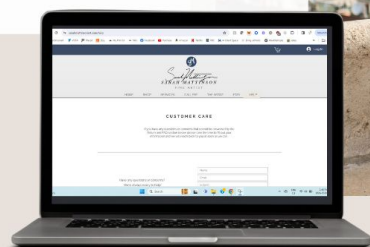
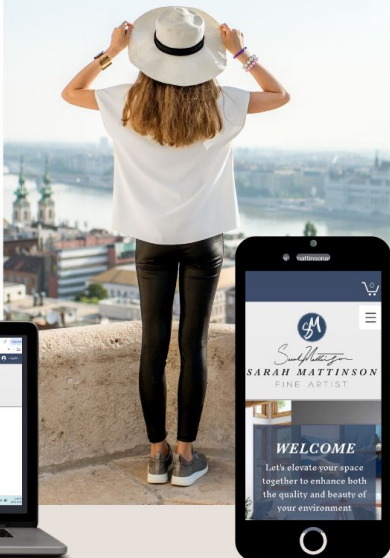
Every way your clients can interact with you is an opportunity to demonstrate thought and care towards your unique consumers needs, including but not limited to: social media posts, website pages, emails, in-person events, product descriptions, automations, texts, calls, podcasts, guides, advertisements, product descriptions, product displays, etc.

Below is a loose outline of the main focus areas from this customer service guide where you can connect with your client and implement lasting and meaningful strategies that work for you.

### CONNECTING WITH CLIENTS AT EVERY STAGE

- Anticipate client needs & provide solutions.
- Be reachable and respond quickly.
- Plan value ads into all products & services

Assume your consumer is on the go, make it easy to get informed.



Have a customer care/contact page

Welcome and capture data.



Make packaging and shipping exciting!

- Over communicate and automate responses where possible.
- Have expectation guides for quotes, services, and follow throughs.
- Thank the client and follow up!



Follow up with thought



## AUTOMATED INTERACTIONS

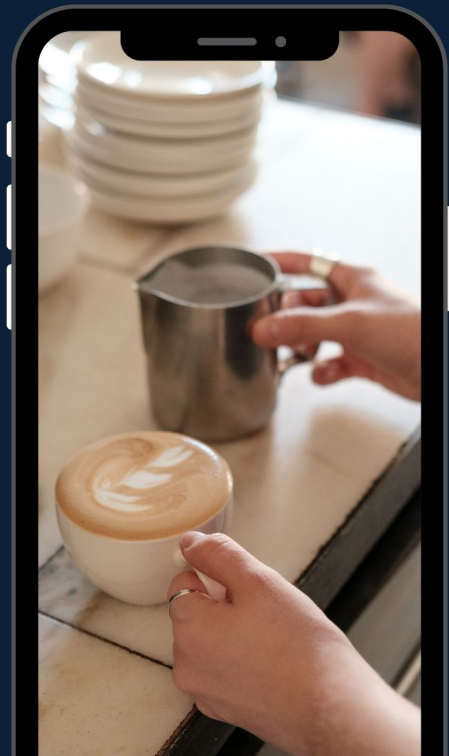
### ARE AN EXTRA OPPORTUNITY TO...

- Demonstrate understanding of your unique consumers needs
- Get ahead of questions or concerns
- Establish your brand voice and expertise in your area
- Connect with your consumers in a visually appealing way
- Capture leads and continue the conversation with your client past the point of purchase
- Give you peace of mind

## AUTOMATION CHECKLIST

- Email Capture
- Welcome email
- Clear expectation and price guides
- Thank you emails
- Thank you stationary
- Order value ads
- Active Discount codes or offers
- Go-to copy for common responses
- Clear policies and FAQ page

### HAVE YOUR BRAND SUPPORT THE CONSUMER EXPERIENCE



#### EVERYTHING IS AN OPPORTUNITY

Every interaction a consumer has with your brand is an opportunity to increase familiarity and establish trust. The more supported a consumer feels the more time you have to focus on your goals, having a consistent brand voice can help achieve this.





## DIRECT CLIENT INTERACTION

### RESPONSE TIME AND REACHABILITY

- Have a contact form page available for inquiries when you are not available.
- Commit to a response time and have that on your contact page to hold accountability.
- Have a prepared response to acknowledge a customer's needs right away, indicating when you can respond with a time or solution.
- Over communicate if there is a barrier, never just say no where there could be an easy solution. This is an opportunity where you can show expertise and flexibility.

### ANTICIPATING NEEDS

- Foresee consumer needs: walk-through guides, thoughtful packaging, answer common questions in listings, offer or sell extras that support your product or service.

### PLANNING EXTRAS

- Work unadvertised extras into your overall product or service costs. Plan to give more than expected to always overdeliver, let your last impression be excitement.





## FOLLOWING UP

### AT THE END OF YOUR INTERACTION

- Have value adding stationary following a service or to include with every order to continue the conversation.
- Have a CRM (Customer relations management) software or growing manual client list where you keep customer contact information and add every client to the list.
  - Leave a space for comment so you can jot down lead information or positives to remember for later.
  - Log different consumer categories if needed

### WITHIN THE YEAR

- Have a follow up calendar to send a regular thank you and check-ins to see if there is anything you can do, track and date each interaction to keep on top of leads.
- This is the time to follow up on any discussions of future projects and curate the experience or offer in a thoughtful way where the consumer feels heard.

### ANNUALLY

- Have a small annual gift or thank you message that you send out to a growing client list, something they can look forward to.
- Mark the clients on your list that you want to make sure you retain a strong rapport with.





# SARAH MATTINSON ART

*Thank You!*



Contact anytime for a free consultation on how we can work together and add a creative flair to your business.

Thank you and have fun connecting with your clients!

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