

Four Easy Ways To Communicate More With Customers

Communication is the core of human interactions and it can be the difference between a successful or unsuccessful business. A good communication with customers will result in increased sales, repeat business and referrals. However, being unable to effectively communicate with customers may result in lower sales, unhappy customers, and negative word-of mouth.

Companies in an ever-connected society are confronted with the big question of how do they improve communication with customers to grow and prosper?

The most effective way to start is to make customers feel more comfortable calling your company. Although phones might seem outdated however, a study found that phone calls still remain the most preferred method of communication with customers. Just 3 percent of all customer communications are handled by social media platforms, as compared to 68% who phone customer service.

This means that even in a world that is becoming increasingly technologically sophisticated, the telephone is still one of the primary mediums of communication between a company's customers and prospects.

In this regard, we have four suggestions to improve customer service and communications through the phone, to increase customer satisfaction and drive the business. If you expect a full report about communication, [look at this website](#).

Nail the first impression

We've all heard that first impressions matter and the business world is not any different. Businesses need to make the best impressions when they first meet with potential customers. Prospects can easily refer their business to you if they aren't happy with the first encounter with your company.

One of the easiest methods to ruin your business's initial impression is to not respond to your phone properly. You can also damage your business's image if you take many calls every day and don't have an automated system in place to make contact with customers effectively.

Limit hold times to a maximum

This isn't a new phenomenon however, it's something that most businesses grapple with. The majority of people don't like being delayed for more than 2 minutes. Therefore, take steps to ensure that all calls are routed to the correct person or voicemails are returned within a reasonable period of time.

An automated answering system will help cut down on wait times if it is set up properly. A telephone that makes a sound when someone is waiting for a certain period of time could be

another option. It might seem more of a nuisance than a useful business practice however it can help to ensure that the caller doesn't remain hanging on the line too long.

Customer service is a must

Customer service is one of the most important forms of communication between a customer and a company, which means your business can't afford to let the ball drop. Recent research found that 78% of customers have stopped making purchases or have canceled transactions due to poor customer service.

In other words, when communication breaks down on the phone, people will take it personally, and they are less likely to give you their business.

Engage with your customers as if they were real people

Improved [communication](#) with customers extends to the language your company uses in conversation with them even to having real conversations at all. That's why you should have telephone conversations that are less scripted and that use less transactional language. For a start, you should frame your language in a positive way rather than a negative one.

Customer service departments also need to equip their employees with the right tools, including those that provide more insight into customers. Today's phone systems have the ability to connect to customer relationship management (CRM) tools, giving your support staff access to the details of your customers, like their purchase history as well as their the most recent interactions with your company both online and on the phone. This will enable them to better serve customers in the present.