

# STAY CONNECTED TO Existing Customers

Know How Guide to Improving Customer Service from Anywhere



FAST CONNECT SPEED access RELIABLE SHARE NEW READY SPEED ACCESS TEAM CONNECT TOOLS SECURE NEXT  
ON FAST SECURE SMART NEW READY SPEED ACCESS TOOLS SECURE NEXT  
ND NEW SMART TEAM SOLUTION NEW READY SPEED ACCESS TOOLS SECURE NEXT  
PEACE OF MIND RELIABLE FAST



STAY CONNECTED TO EXISTING CUSTOMERS

Know How Guide to Improving Customer Service from Anywhere ..... 01

Improving Customer Service: 10 Useful Tips ..... 01

1. Always remember who’s boss ..... 01

2. Be a good listener and be available ..... 01

3. Place useful support tools on your website ..... 02

4. Provide customers with digital files ..... 02

5. Follow-up after providing a service or selling a product ..... 03

6. Send SMS alerts with appointment reminders ..... 03

7. Make it easier for customers to pay for services and email receipts instantly ..... 04

8. Email useful information to your customers ..... 04

9. Create a happy team with the right tools ..... 05

10. Thank your customers ..... 05

Putting It All Together ..... 06

About Rogers ..... 06

™ Rogers & Design, Rogers One Number and Rogers Live Agent are trademarks of or used under license from Rogers Communications ©2013



Providing excellent customer service is paramount for running your business effectively. Doing it right can take some time, but the pay off in the long run is well worth the effort. Good customer service will bring customers back, get you great referrals and can even boost team morale.

## IMPROVING CUSTOMER SERVICE: 10 USEFUL TIPS

Customer service takes a lot of work, but technology can help. This Rogers Know How Guide provides 10 useful, easy to adopt tips to help you and your team provide better customer service, from anywhere.

### 1. ALWAYS REMEMBER WHO'S BOSS.

This is the first rule of great customer service, and you need your entire team to understand that the customer is king.

This may seem basic and providing good customer service is pretty basic. Getting the right tools and doing it effectively isn't always easy though, but putting your customer first will go a long way for building lasting relationships.

Good customer service will bring customers back, get you great referrals and can even boost team moral.

### 2. BE A GOOD LISTENER AND BE AVAILABLE.

Customers don't often buy a product or service; they buy solutions to their problems. This buying relationship can be very complicated, so you need to appeal to customers on an emotional level, not just logical.

Listening to and anticipating customer's needs will help create better relationships and deliver better service. Consider providing important customers with your personal email address or phone number, so they know that you're available if they need you.

But don't worry, it doesn't mean you'll be getting emergency calls in the middle of the night, but rather that your customers will know how important they are to you. Services like *Rogers One Number™* can help businesses manage calls. With this service, you can easily change the settings for rerouting selected calls from your computer, compatible tablets or smartphones, so that calls to your wireless number can reroute to another team member, or go directly to voicemail.

### 3. PLACE USEFUL SUPPORT TOOLS ON YOUR WEBSITE.

It's important to set the right tone early on in a customer relationship, providing an easy way to get in touch is the first step. Website development best practice rules dictate that you should design your website with the user in mind, making sure that phone numbers and contact us links are easy to find, use and understand.

You also want to make sure that forms, calls and inquiries are being directed to the email account or phone number of a trusted team member who monitors the account regularly. You might even want to consider sending online inquiries directly to your mobile device and personal email address, to ensure that your customers are getting fast, reliable service.

### 4. PROVIDE CUSTOMERS WITH DIGITAL FILES.

Technology makes it easy to organize your customer files digitally. It also makes it really easy to share those files with your customers, even if your documents don't always use traditional file applications.

Cameras, which now come standard on smartphones and tablets, make it incredibly easy to backup any file by taking a picture and then quickly sending it to a customer. You can also take "before and after" pictures of the work you're providing, so you can show exactly what you've done to fix a problem.

The Rogers LTE network\* makes sending digital files and photos from your mobile device easier than ever, with high usage capacity and reliable, consistent high speed performance. Rogers also has a wide variety of business ready devices that can help you send digital files and pictures.



**Technology makes it easy to keep your customer files digitally.**

It also makes it really easy to share those files with your customers, even if your documents don't always use traditional file applications.

\* Within Rogers LTE coverage area. LTE SIM card activation on an LTE plan required. Actual experienced speeds depend on the network spectrum and technical specifications of the device used and may vary based on topography, environmental conditions, network congestion and other factors.



## 5. FOLLOW-UP AFTER PROVIDING A SERVICE OR SELLING A PRODUCT.

This is a simple step to execute, but also easy to forget. You provide a service, the customer seems happy, so you move on to the next task at hand.

Sometimes, however, a quick phone call, email or text a week after service can make a big difference to a customer. You might even want to consider following up again in a few months to see if they're still happy with their product. Chances are they probably are, but the quick call will remind them how easy and reliable working with your business is and that they should probably do it more often.

Try putting reminders in your smartphone's calendar, so you don't forget to stay in touch!

Sometimes, however, a quick phone call, email or text a week after service can make a big difference to a customer.

**You might even want to consider following up again in a few months to see if they're still happy with their product.**

## 6. SEND SMS ALERTS WITH APPOINTMENT REMINDERS.

SMS, also known as text messages, are a great, easy way to provide better customer service. Texts are an effective tool because they deliver your customers' undivided attention. They are also instant and have extremely high open-rates.

If your business makes customer appointments, considering sending out SMS reminders a day or two before appointments. Studies show that these types of alerts can dramatically reduce no-show rates, and customers appreciate the personal service. You can also try sending limited-time coupons for products or services, but make sure your texts are useful or informative so they don't seem like spam.

**Our text-messaging plans** are very affordable, and are often included in wireless business plans. Better yet, they're very easy to use.

## 7. MAKE IT EASIER FOR CUSTOMERS TO PAY FOR SERVICES AND EMAIL RECEIPTS INSTANTLY.

Did you know that you can turn your smartphone or tablet into a point-of-sale device quickly and easily?

There are two ways to do it. The first method includes using a dongle, an inexpensive piece of plug-in hardware, that enables compatible smartphones or tablets to swipe credit cards and take payments from almost anywhere, depending on the mobile commerce program you use. The second option is by accessing your e-commerce website on your tablet or smartphone and entering a credit number manually, right from your customer's doorstep or office.

Regardless of which version you choose, making payments processing easier always improves customer service. Both these options also allow you to instantly email receipts to customers, in real-time.



## 8. EMAIL USEFUL INFORMATION TO YOUR CUSTOMERS.

Customers appreciate thoughtful tips and advice that they can actually use. They don't always appreciate long emails about you and your business though.

Newsletters are a great way to communicate regularly with customers, as long as they include helpful, customer-centric information that doesn't just try to sell your products or services.

For example, a dentist might want to send regular tips about oral and personal healthcare, or product reviews and recommendations. This is the type of information that customers can use, and it will keep your business top of mind for when customers do need your services.

## 9. CREATE A HAPPY TEAM WITH THE RIGHT TOOLS.

There's an old adage that says a happy team means a happy customer. Building an open, positive workplace is the most important thing you can do to create a happy team. You'll also want to make sure that you give them the right tools and training to be their best, and encourage them to embrace new ways to manage customer relationships.

Smartphones and tablets can help your team deliver better, more reliable service. They're also a great way for your team to consume training documents and videos from anywhere, regardless of where business may take them.



## 10. THANK YOUR CUSTOMERS.

This one is also easy, but don't forget it. Sincerely thank your customers for their business, and do it regularly. They'll appreciate the sentiment and you'll remember how important they are to you.



## PUTTING IT ALL TOGETHER

Providing great customer service can be challenging and can often take a back seat to more pressing business issues. Your business will only benefit from providing great customer service though, and Rogers has tools that can help make it easier. Our team has expert knowledge of the latest business solutions and offers customized advice for your business needs.

- Looking for more advice for your business? [Visit our Know How Centre](#) for other useful resources.
- Visit [Rogers For Business](#) to learn if [Rogers One Number for Business](#), [Business Text Messaging Plans](#), and the [Rogers LTE network](#) are right for you.
- [Learn about our Handset Protection Guarantee Program](#).
- Rogers has live, reliable support for business customers, so you can stay productive and grow your business. [Connect with a Rogers Business consultant today](#).

Your business will only benefit from providing great customer service, **and Rogers has tools that can help make it easier.**

## ABOUT ROGERS

Rogers Communications connects small businesses to customers, suppliers, partners and employees with fast and reliable wireless, telephone, internet and TV services. Over 1.5 million business customers rely on Rogers for proven tools and the know how to help keep them connected. Our affordable services run on our proven networks, backed by 24/7 technical support.