



Turn Customer Satisfaction Into Customer Loyalty

You can satisfy a customer, but that doesn't mean he's coming back. To ensure repeat business and referrals, you need to gain customer loyalty.

So how do you turn a satisfied customer into a loyal one? "It's all about the experience" says author **Dr. Noelle Nelson**, in her book "The Power Of Appreciation In Business."

"Your customer's willingness to become loyal, and even more than that, to become an advocate for your product or service depends on the quality of the experience you afford the customer," Dr. Nelson further states.

In today's global market, your customer can get his goods and services just about anywhere. How do you give your

customers an experience that will make them want to come back to you? Dr. Nelson suggests focusing on the following:

☛ **Deliver what you promise.** Make sure that you give your customers what you say you will. "Delivering on your promises is the very foundation of customer loyalty," states Dr. Nelson.

☛ **Address customer needs.** Learn what each of your customers' needs are, and then customize their experiences accordingly. "What you do with that information is what develops customer loyalty," says Dr. Nelson.

☛ **Value your customers.** Make it a conscious effort and choice to appreciate your customers. "Loyal customers will not blossom in the absence of an appreciative work force," warns Dr. Nelson. ■