



latest word

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LOVE/HATE

"Love me or hate me, but spare me your indifference"

Oscar Wilde once said "Never love anybody who treats you like you're ordinary." I wonder how much that applies to your customers & clients too?

What I am about to say is absolutely nothing new or earth shattering but if you hear what I'm saying and if you commit yourself to acting on it, then I believe it has the potential to transform your business and very possibly your life 😊

Every business has three types of customers.....

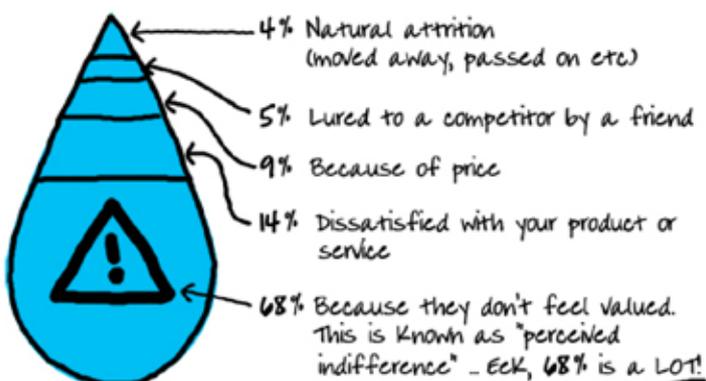
Those who LOVE you..... they are you're raving fans and not only do they buy more from you, more often but they encourage others to do the same thing. They provide the ongoing oxygen for your business and they are working for you for free, at any hour, any day and they'll never send you an invoice. They actively help you grow your business. Wow exactly.

Those who HATE you they don't just not like you, they are committed to not liking you, in fact they hate you.... and nothing would please them more than seeing you go out of business and they will actively work at any hour, any day to tell anybody who will listen why they should never do business with you. They might even exaggerate with every re-telling of their bad experience with you. They may even be correct but are misguided into putting so much of their energy into hating you. They actively help you *contract* your business.... for free.

Those who are INDIFFERENT to you they may find doing business with you satisfactory and will tick those 'good' or 'satisfied' boxes in your customer surveys..... If you dare do such a thing. They don't think or care about you too much one way or the other. You haven't p*ssed them off but you've done nothing to wow them..... You've just been ordinary, been satisfactory. The more of your clients that you can categorise as being *indifferent* or 'satisfied' as they say in customer service speak.... the more vulnerable your business is. These clients can be attracted away by any new suitor (aka your competitor) who shows them any kind of love and attention. This is beginning to sound like an agony aunt column 😊 but do you think this can be applied to just your business relationships?? Hell yes or hell no? My main point is that these clients are vulnerable, and consequently your business is too.

Lack of interest, lack of concern, unimportant, mediocre, apathy, carelessness, disinterest, disregard, inattention, negligence, detachment, dispassion, impassiveness, lethargy, listlessness, stoicism, unmindful all of these words are associated with indifference and may be how the lion's share of your clients perceive your attitude to them !! Feeling a little more vulnerable yet?

Why do businesses lose customers?



I've read of studies that have attributed perceived indifference as the reason close to 70% of clients leave. Clients leave because they don't think you care. Now let's say that 70% is wrong. What if it's 50% or 30% that's still a whole lot of clients leaving for reasons that can be avoided, *if you care enough*.

Indifference can be lack of regular communication, slow responses to phone calls, emails etc, unfriendly service, not listening, justifying & making excuses for poor experiences (that's about you not them), lack of simple recognition (their name, their face - not realising they are a customer) and more

Unhappy customers don't complain, they move. (*The vast majority of the time*)

So your great vulnerability is your customer's *perceived indifference*.

Question: What are you doing to show them you care?

This doesn't require an MBA to answer it. Just reflect on your clients experience with your business, talk to your team, talk to your customers just find out.

The easiest way to show you care is to *actually care* and do what comes naturally. Do you? Actually care?

No business deserves customers, it woos them, it serves them, it delivers great customer experiences, it listens, it communicates, it responds, it serves, serves, serves, serves.....

So what about the *lovers* and *haters* (to quote Taylor Swift) well by focusing on making sure your customers don't feel you're indifferent about them, you maximise your opportunity to create customers who'll love you and minimise customers who'll hate you.

You don't need anybody working against you, so do whatever you reasonably can to avoid *haters*. You probably won't keep them but you may be able to neutralise them. In fact, some of the worst customer experiences are *the opportunity* to create customers who'll love you if you handle it right. It's your test to prove yourself.

Warning - *haters* have always been motivated to damage you but these days they have leverage - it's called the internet!!

Now the *lovers* are the Holy Grail, create them and your growth prospects go exponential. You are effectively building a free, committed, passionate sales force!!

Question: What can you do to WOW? To build great customer experiences? To care and show them you care?

I come across very few WOW experiences so the good news is that the competition is not that hot 😊.

It's easy to assume that *in your type of business* it's not that easy to WOW but set aside the assumption that you can't and ask HOW?

This doesn't just apply to business and business owners, whether you work for a company, in a relationship, friendships.... whatever. *Show people that you care and that you are not indifferent to them.*

This just doesn't apply to customers, it applies to your employees too.

Fundamentally, people are people and really haven't changed that much, so don't focus so much of your effort on being faster, stronger, cheaper and *commit to caring more*.

Think, listen, talk & care and soon you too can have more lovers 😊



Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. joe@fwf.ie.

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