5 Ways to Improve Customer Service in Your Small Business

When you first opened your company's doors, you spent a great deal of time working to build your customer service. You shook the hands of those that worked in the door. You knew their names. Now, as your business has grown, you've found it is harder than ever to keep that same high level of customer service you really need. The good news is there are numerous simple ways that you can boost your customer service experience.

1: Engage your customers

One of the best ways to really get to the heart of your customers is to engage them. Talk to them, interact with them, and discuss their needs. You can do this in various ways including:

* Using social media as a communication tool
* Interacting through on the floor actions in your location
* Engage them through various promotions

Engaging means interacting. The more ways you can do this, the more effective your communications are.

2: Use skilled customer service agents

The front line is always your customer service agents. These are the people that will interact with your customers first, creating that all important first impression. Ensure that anyone who is working for you is well qualified to do so. They should know your business goals, promotional opportunities and your plan to work with your customers.

3: Use a CRM software tool

Customer relationship management software can help you to handle all aspects of customer interaction. Here's the key. You need to invest in a quality system that gives you numerous connectivity points and ample resources. In short, you need to be sure your CRM software can help you to respond to customers, track customer activity, and interact on all platforms.

4: Install a chat feature

You may think it is hard to obtain or use, but a simple chat function on your company's website can drastically improve your customer service. It gives people what they need: A fast, simple way of connecting with you to get a question answered. It keeps your team off the phone, but still talking to your customers.

5: Become the expert they trust

You can do this in a variety of ways. Most importantly, your goal should be to develop content for your website that engages them. You also need to develop social marketing campaigns that can teach them. You want to become the expert and to do that, you need to provide high quality content in every component whether you are emailing a newsletter or communicating over Facebook.

There are many benefits to improving your customer service. Not only does this help you to keep your current customers, but it also gives you the tools to make them happy. That encourages those customers to share your company with others. Quality customer service can help grow your business, achieve your goals, and keep your customers happy.

A CRM tool can make all of the difference. Learn more about how this can be an excellent addition to your company. Have you made the most use out of EZNet CRM yet?

**How Can a Small Retail Business Benefit from a CRM System?**

CRM software is a powerful tool for any small business. In many ways, it gives you the power and control that most larger companies utilize to bring customers back in the door. It gives your small business a way to compete with others. If you are a retail business, the utilization of CRM software can really improve the way you interact with and manage your customers. It can give you the tools you need to grow your business while still keeping yourself on the floor of your business rather than trying to manage your customer's needs.

How Can CRM Software Help Your Retail Business?

While products vary and the needs of your company are unique, there are several key ways that CRM software can benefit your company and all that it offers. Consider the following:

Use it to Monitor E-Commerce: One of the easiest ways that retailers can benefit from the use of these tools is to monitor e-commerce. You can monitor actions that people take as well as how your products are performing.

Track Digital Presence: As a small business, one of the most important tools available to you is your CRM system in terms of its ability to manage and streamline your social media. This is where people learn about products, talk about products, and buy. Integrated CRM and social media helps to streamline your marketing.

Track Customer Activity and Update Them: Just as powerful is your company's ability to track customer activity with CRM. In many ways, you'll be able to provide a higher level of customer service to your customers. You'll communicate more effectively, track their activity, track their needs, track what makes them respond and what does not. You can also use your software to drive them back to your company to make additional purchases.

Enable Chat Function: A fantastic way to showcase your company's ability and willingness to achieve customer satisfaction is through the use of a chat function. You will be able to use the CRM system to chat with your customers. This can give you and your employees the opportunity to improve the effectiveness of marketing campaigns, customer interactions, and even brand image.

Integrate Email: Email marketing is very important for retail businesses. It can give you the tools and resources you need to get people back to your website. It gives you the ability to email promotions, tips, resources, and even just a friendly hello. By doing this, you increase the number of times people think about your company and give them the ability to respond to it.

With the effectiveness of a CRM software tool behind you, your company can achieve many more of its goals. Retail companies need to get the most out of every dollar they invest. The tool used need to work over and over again. That's the way CRM software can work for your company.

Check out our blog for another helpful article on managing your social network through CRM tools.

**Tips for End of Year Marketing**

It's the end of the year. The finally quarter to turn a profit and close out the year with a solid level of improvement over the last year. During this last quarter, it's time to roll out the big guns and to market heavily to get the best possible outcome. Where should you put your money? What steps should you take to actually achieve those big numbers? Your CRM system can help you to accomplish this.

Tap Into Existing Customers

One of the best ways to ensure you get the drive you need this last quarter is to go back to your existing customers and ask for a return purchase. Get them back to your website, back to your fundraising page, or in the door of your local shop. The right CRM system can help you to reach and communicate with your existing customers now, before they get too wrapped up in the holiday season. By taking the time to put together an effective message to send through your CRM, you'll be able to tap into this large group of customers who already are satisfied with your company. Make that marketing investment work for you by getting them back in the door for a second purchase.

Use Customer Service Experiences to Bring Them In

Let's say someone contacts your customer service. Let's say that individual is not happy with a product or service they had. Or, they may just need access to a statement. No matter why they are contacting you, your CRM can help you to develop a relationship with them and maintain it. This is the perfect time to use your marketing to draw them back to your company, improve your brand image, and boost your bottom line. With more opportunities for you to reach your audience when they contact you through customer service, you can't ignore this important investment.

What Else Can You Do During This Time of the Year?

There are various ways CRM software can work for your company during this time of the year including these methods:

* They can help with the processing of your sales, encouraging your email list to grow
* They can help you to manage your social media campaign, perhaps the most important place to put your marketing budget this year
* They can help you to connect to people who visit your website and get them to make a purchase

Most companies will find that a revamp of their marketing campaign during this time of the year can produce outstanding results. For that to happen, though, you need to invest in the right relationship management tools. Now is when it counts. Now is when you need to up your game and get your message out there. You need a reliable CRM tool to help enable that and to give you the tools you need to respond faster, more efficiently, and affordably.

Are you looking for more tips to improve your CRM results? Check out our blog.

**Key Benefits of CRM System Implementation**

The investment into a customer relationship management system can provide your company with a wide range of benefits. As a company, it is up to you to ensure your customers are happy. Yet, tracking them, including those that may be around the globe or hard to reach, can prove difficult. With a CRM tool, you can create long lasting relationships with customers. This benefits your company instantly from more sales, better brand recognition, and exceptional growth. Why should you invest?

Improve Customer Service

The most valuable investment benefit is that of improved customer service. It can give you the ability to not only reach your customers, but also to customize your messages and personalize the information your provide to your customers. By using this tool, you can ensure you fully understand your customers and can offer them the support they need. You'll be able to create a customer profile that gives you the information you need. Why does customer service matter? It can help you to increase your customers' loyalty and help reduce the amount of dissatisfaction present.

You Can Create More Customers and More Revenue

A CRM tool can give you a significant amount of improvement to your business's bottom line. When you use this tool, you can improve the way in which you identify potential customers. You can track current customer profiles. You can then use these customer profiles to help create new strategies to find new customers, such as basing your next marketing campaign on the demographics of your current customer base. Do the same with the promotional campaigns you launch. Then, you can use your CRM software to help you to balance your marketing and campaigns properly, ensuring you get the most benefit out of any program.

Simplify Your Marketing Methods

Another nice benefit to any small business that doesn't have a great deal of time to spend marketing is the ability to market on a simplified level. In short, the tool handles all of your communication channels. This makes it easy to create a message that goes out across all platforms quickly and easily. It can also help you with:

* Giving customers the ability to choose which way they want to be kept in touch with
* Improves efficiency when dealing with leads
* Allows for one message to quickly spread over various sites
* Allows you to gather data from across a variety of platforms
* Decreases the amount of time your team spends marketing
* Decreases the amount of time spent on sales processes
* Allows for improved sharing of information

CRM software is not something to overlook when it comes to building your business both offline and online. No matter the industry you are in, it helps to use this tool to enhance your customer reach and improve what your employees are doing to market your company. It saves you time and money and generates sales for you.

To learn more about the powerful tool that CRM software is, continue to check out our blog.

Group eZnet CRM Provides Insight Into Choosing a CRM for a Nonprofit

Just as any business can utilize a CRM, so can a nonprofit. The cloud-based customer relationship management system from eZnet CRM provides an effective solution designed to provide nonprofit organizations with the powerful performance they need.

Nonprofit organizations can benefit from the implementation of a CRM systems, reports eZnet CRM. The organization wants to empower nonprofit organizations to utilize this highly effective, low cost solution to customer relationship management software. Specifically, the organization wants to ensure nonprofit organizations understand the importance and selection options available with these products.

The company recommends that nonprofits carefully consider features about the CRM product they invest in for their nonprofit organization. Key features for these individuals in this field include easy of utilization and a reliable design. Other key aspects of highly effective nonprofit CRM include:

* Online form integration to streamline communications and information gathering, maximizing time
* Auto feed data which speeds up response time
* Real time processing for key information and instant access

CRM software for nonprofit organizations can be empowering. It can aid in establishing recurring payments, allow for membership tracking, boost fundraising information, aid in scheduling events, and help with registration of events. These tools allow for the capturing and effective use of data giving any nonprofit organization the information it needs to respond. Selecting the best CRM product for a nonprofit involves carefully choosing a product and marketing tool that can adhere to the unique needs of the company or organization.

About eZnet CRM:

A cloud-based customer relationship management system, eZnet CRM provides exceptional features and tools to enable nonprofits and businesses to communicate more effectively. The company's proven system encourages improvements in profit, better access to customer data, improved customer interaction, automated sales and fundraising, and marketing resources.