

50 Creative Ways to Wow Your Customers



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Introduction

It's no longer enough to provide average customer service. You have to go the extra mile to impress your customers and exceed their expectations.

With so many different options for reaching out, there are plenty of ways to make your customer service experience more personal than ever before. In this guide, we'll show you 50 great examples of how you can wow your customers by going beyond their expectations.

Let's begin!



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1. Send thank-you notes from your company's CEO or team thanking customers and clients for being loyal supporters of your business.
2. Designate an area within customer service that is designated as a "nice surprises" station where people can find random goodies like free coffee, popcorn, lotion samples, etc., so they know there is always something waiting for them when they come into contact with your team!
3. Encourage feedback by setting up a survey - even if it's just a small questionnaire on paper asking what your customers feel about their overall experience with your company or even if they would come back.
4. Offer prizes at random times through social media channels where you offer great things such as discounts, contests, raffles, all just by following them on social media. This is also a great way to learn what kinds of content they want out there! Have fun with it and let them know how much you appreciate them being a part of your business.
5. Create fun and memorable experiences for customers by combining direct mail campaigns to send coupons on different products in addition to swag like stickers or pens. The more thought you put into these "extras," the better it will be received because people want to know that brands are listening to feedback and taking steps toward improving their services.
6. Send out surveys via email but include drawings for prizes or gift cards to incentivize your customers!

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7. Try something unexpected when responding promptly - take this opportunity to show customers how much you care about what they are saying and take your time getting back to them with a thoughtful response.
8. Surprise customers with personalized video messages via email, thanking them for their support.
9. Film a "teaser" video that previews upcoming promotions or services on Facebook, YouTube, Instagram, etc., send it out in advance of time so customers can know more about what they're expecting when they come into your store.
10. Offer incentives such as coffee cards, free food from the restaurant next door, and other goodies just for participating in the survey.
11. Create an online community for your company by using Facebook, Twitter, LinkedIn, etc., and have them participate in polls that allow them the chance to win something special.
12. Deliver team members' "personalized" e-cards with notes of congratulations/recognition.
13. Send thank you cards after each transaction to customers: this personal touch is sure to increase customer loyalty!

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14. Create a "customer advisory board" of your most loyal customers and have them give feedback on products, services, and company policies to ensure that the needs are being met.
15. Try out some new marketing campaigns such as social media games where people play against each other for prizes, an online video contest inviting consumers to submit their own videos promoting your company, etc.
16. Organize contests where customers can win a prize by submitting their own ideas for how your company could improve.
17. Create contests like "Who can design the best new product?" where customers compete to develop creative product ideas and designs.
18. Feature your customers on your social media to celebrate their stories. People love being in the spotlight!
19. Hold a weekly or monthly customer appreciation day where customers can come in for free coffee, tea, and snacks to thank them for being such loyal supporters of your company.
20. Offer incentives like discounts on products if they buy more than one item from the store.
21. Create small personalized gifts (specific promo items) to send out randomly to select customers as a surprise gesture of goodwill.

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22. Encourage customers to film and share unboxing videos of your products that you can then post on your social media channels.
23. Create a customer appreciation book for loyal customers and want them to know how much you appreciate their support in return!
24. Introduce a referral program that allows customers to receive free products or perks for referring their friends to your business.
25. Create a customer loyalty program with tiers and rewards that they can work up through the lifetime of patronage.
26. Hold contests where customers are encouraged to take selfies while wearing certain items from your store and share them online under a specific hashtag. The person who gets the most likes wins an exclusive prize pack!
27. Create an online community that allows customers to submit ideas and upvote each others' suggestions on ways you can improve your services and products.
28. Reach out to customers who have been inactive for over six months via email or social media - they may not realize how much they're missed!
29. Introduce a new product that is exclusive to the people on your mailing list and with an introductory discount.

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30. Reward loyal shoppers by offering them free shipping or giving them access to special sales before anyone else does (you know, those "secret" pop-ups).
31. Invite customers to participate in your promo videos by featuring their stories or their favorite products.
32. Create a hashtag for your company and encourage your customers to post photos of themselves with you're product using the hashtag, so other potential consumers can see how much they love it!
33. Offer customer testimonials in video form on social media (#realtalk) - this way, people get to know who talks about your brand and what they say.
34. Do something different by offering tickets to an exclusive event (show, sports game), which are only provided through email sign-up for select customers.
35. Send personalized birthday wishes from the company and offer special discounts or gifts.
36. Create valuable, inspirational, or educational blog articles, videos, or tutorials that are of value to your customers and help to improve their lives.
37. Create an exclusive club with low-cost benefits for your most loyal supporters, like special deals or discounts.

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38. Offer a free trial with no strings attached.
39. Give away high-value samples of your product to demonstrate the quality level and create brand loyalty.
40. Offer free services during challenging times, such as free services, discounts, or donations.
41. Host virtual or monthly in-person meetings where you exclusively discuss topics of interest to your customer base, then offer free registration if they share it with others afterward.
42. Surprise customers with unexpected service or product upgrades.
43. Create valuable tutorials like how to do something specific using your product or tips on lifestyle improvement-related topics that will help your customers.
44. Interview guest experts to talk about topics that are of value to your customers.
45. Create a series to-do list for your customer base so they can achieve their goals and dreams quicker with more ease, then offer it as an ebook download or PDF on your website.
46. Create a customer of the month contest to feature your loyal fans.

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47. Give back to the community by volunteering to help with something the customer cares about and then share it.
48. Start podcasts where you interview people in-depth about topics related to your industry and give listeners free access if they signup.
49. Introduce 30-day challenges to your customers and offer prizes for the people who complete them.
50. Establish a scholarship program for people in need of financial aid.

Remember, it's not all about coming up with new ways. Sometimes we just need some help remembering old ones! Go out of your way to make your customers feel valued and respected. Customers are your most valuable resource, so they deserve to be treated as such!

We hope this helps give you creative ideas for improving customer service!

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