

How to foster loyalty among customers

How to make customers feel valued and keep them coming back.

Build rapport and meet individual needs

Soliciting repeat business requires far less work than attracting new clients. By fostering loyalty, you can increase the lifetime value of a customer.

- 5 Small firms benefit from the fact that processes may be less systematised and that staff are more empowered to use their discretion, rather than always consulting senior management. This means that we can tweak how we do things to meet individual customer needs, such as organising a taxi pick-up for an elderly person, or keeping an accessible, wheelchair-friendly waiting room on standby. These things
- 10 keep people coming back.

Customers often engage with the same employee when using our service, so it enables that staff member to create rapport and even friendships. Employees should be encouraged to make notes and reminders about a client's particular interests and what they bring up in casual conversation.

- 15 These small anecdotes – things such as how their children are doing at school and where they're going on holiday – tend to be how people identify themselves, so if you can show that you've remembered the details of what they said, rapport will build.

- 20 Having a customer base that's loyal to you often means that they act as advocates of your business and can help you to grow. We get about 12 to 15 new patients a week and all are tied either directly or indirectly to our existing customer base, whether it's through word-of-mouth referrals or online via Google reviews, where local search engine optimisation (SEO) can really help.

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