

5 Tactics for Improving Customer Commitment

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When customers interact with service providers, they have certain expectations for how they want to be treated.

Customer-facing employees help determine whether these expectations are met, which ultimately influences how committed a customer is to the organization. Use the following five tactics to increase customer commitment:

1 > **Empathy**

Empathy is the art of seeing a situation through a customer's eyes. When customers feel understood and cared about, they are better prepared to work with a company over the long haul. Tell customers that you understand how they are feeling.

2 > **Ownership**

This means accepting a personal stake in the outcome of the customer interaction, which breeds trust and as a result, raises their commitment level. Do what you can to solve the customer's problem even if it's not technically one of your customers.



Amy E. Fox, President
Accelerated Business Results

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3 > Professionalism

Professionalism refers to conveying confidence, knowledge, and company pride through your actions, appearance, and demeanor. Be sure that you instill confidence in the customer that you will get an issue resolved.

4 > Active listening

This means focusing intently on what is being communicated during a conversation. In other words, be present. Use affirmatives to show that you are listening and ask focused questions to clarify that you understand the customer's perspective. Then confirm that you heard correctly by paraphrasing what you think you heard.

5 > Authenticity

Authenticity is being genuine and real while still maintaining your professionalism. This means showing customers that you genuinely care about their concerns and then working quickly to resolve the issue.



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