

5 Ways To...Improve Customer Communications



Keeping the lines of communication open is key to building and maintaining your business's brand.

Five Tips to Improve Your Customer Communications

1. **Make it easy for your customers to reach you.**

Customers have different communication preferences. While email, social media and online chat are all widely used, many customers still prefer to pick up the phone. Do you provide different contact options? Make it easy for your customers to reach out to you however they want.

2. **Be there.**

24/7 customer service is an expectation in today's always-connected world. Whether it's offering round-the-clock call center service or utilizing social media channels such as Twitter or Facebook, your customers need to know

that you will always be there to answer their questions or resolve their issues. Make it easy for your customers to connect with you whenever it's convenient for them.

3. Treat your customers like real people.

Ask someone about a negative customer service interaction they've experienced, and they'll likely tell you that when they had an issue, question, or concern, the employee they reached out to seemed disinterested or insincere. Customers want and expect to have authentic, productive conversations.

4. Encourage and respond to feedback.

Customers will stop engaging with your brand if they don't believe that their opinions matter. Encourage your customers to provide feedback and let them know what you'll do with the information they've provided.

5. Find a partner.

Providing flexible, high quality customer care can be a real challenge. Teaming up with a reputable, professional outsourcing partner like UPLlevel will allow you to rest easy, knowing that your customers are in great hands. At UPLlevel, our mission is to create partnerships of trust, performance and unrivaled responsiveness. Everyone at UPLlevel is committed to creating 'customers for life' by living our values of integrity, trust and performance with every interaction.



[Visit our Services page](#) to discover how a partnership with UPLlevel can help you deliver exceptional customer experiences and safeguard your brand.