

# Improving Customer Satisfaction and Retention Through Customer Service

## Introduction

Most brands focus on customer acquisition but once it starts growing, it needs to start focusing on customer retention, as well as customer satisfaction, in order to maximize its revenue and a chance to create brand evangelists.

If you want to help your business succeed in the long term, you need to improve customer satisfaction and retention. It's tough to find new customers for your business. But if you put your effort into retaining your existing customers, you're likely to get better results.

Customer retention is a company's ability to keep its paying customers over time, this is achieved by creating a relationship between the brand and its customers. Not focusing on customer satisfaction and retention is basically leaving money on the table, considering that acquiring a new customer can be more expensive than reconverting a returning customer.

Customer satisfaction and experience are vital assets to every organization – it's the driving force behind every successful business. An organization's reputation relies almost entirely on its customers. Poor service and support provision can cause an organization to lose customers regularly.

## What makes customer leave

There is no universal answer to what keeps your consumers coming and how to keep them. And when it comes to keeping up with your competitors, it will definitely take more than just making your services or product available to your target market. You need to create a competitive advantage and know how to cater it to your clients.

This is why you have to get to know your customers, know what makes them leave or stay, and use those elements to your advantage. To find the solution to this, you need to find first the root cause. If your goal is to increase customer retention, then it's a good idea to step back and analyze why people are leaving you.

When you know these reasons, you can tackle them and improve the customer experience. With improved customer experience comes better customer loyalty and satisfaction.

## How Customer Service can improve customer loyalty and retention

While using your services, a customer may have several issues. Some of them may be quite unique. But whatever it is, the customers would want to quick responses to their problems. When they call up at your number they would want best solutions. If the response is late or not up to their expectation, then they will move away.

BPO offers both outbound and inbound customer retention platforms. It also assists by supporting them with matters ranging from any conflicts, product support to soliciting feedback.



Through customer service, customers can be serviced on several fronts. With the help of 24-hour phone or email answering services, a business can be assured that its customers will receive round-the-clock services. Through this, customers will have the convenience to call with their queries and concerns whenever they need.

Inbound services are provided to customers who call with their queries and concerns and are, subsequently, provided with the appropriate support by the agents. Some of the types of inbound call center services include inbound sales, helpdesk and technical trouble shooting.

Outbound services are provided when agents call customers to inform them about any new service/product introduced by the organization in the market. Through outbound services, advertising and promotion of new services or products can be achieved. Telemarketing, lead generation, market research and survey, and appointment scheduling are some of the several types of outbound services.

The biggest challenge for businesses is establishing a differentiating factor in an increasingly competitive market, but customer experience can really set a brand apart. We at Tensei Philippines can support your business to refine and improve the customer experience journey, forging the path to sustainable and profitable business growth.

## **ABOUT TENSEI PHILIPPINES**

TENSEI PHILIPPINES INC. (BPO Division) as part of the Tensei Group of Companies, is an entity providing a valuable variety of business process outsourcing solutions that include Back Office, Contact Center, Information Technology, etc. We continually strive to be an innovative market leader in providing customized Offshore Outsourcing Management Solutions.

We want to help in making the world a better place, one problem solved at a time – all powered by solutions tailored to streamline operations, drive innovation, delight customers, and build brand recognition. At the end of the day, we only have one job – and that's to help businesses deliver better to their customers.

