

# Small Business Success

November 2015



Community  
Futures Newsask



## 5 Ways To Take Customer Service To The Next Level

Published in cooperation with [Blue Beetle Books](#)

This article touches briefly on five ways customer service is being taken to the next level around the world (trend report courtesy of [www.trendsetting.com](http://www.trendsetting.com)).

An American Express Service Study (September 2013) found that when 1,620 consumers were tested under laboratory conditions, 63% said they felt their heart rate increase when they thought about receiving great customer service. For 53% of those tested, receiving great service triggered the same cerebral reactions as feeling loved.

That's a powerful piece of information - when talking about customer service it's not what our customers think, but what they feel that's important. The survey also found that 66% of consumers switched brands due to poor customer service. However, 82% of those that switched said that the company could have done something to keep them.

Here are five ideas to get your customer service creative juices flowing:

1. If your product or service has limitations (and whose doesn't), offer customers an alternative plan. For instance eBay offered purchasers the opportunity of picking up their purchases from the bricks and mortar store of a high street retailer. Basically you are addressing a 'pain-point' before it becomes a pain!
2. We are all used to Skyping family and friends on a regular basis but what about enabling your customers face-to-face interaction with your customer service staff via web cam? This is one step above video chat where you expect clients to type their questions. As an example, Amazon tablets and phones have a Mayday button for instant webcam-enabled chat with their staff.
3. Exceeding expectations has always been key to great customer service, but the race is on when it comes to delivering more than just the goods. Pizza Hut in Panama now cooks your pizza in transit in an oven on the back of the



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delivery motorbike, so it arrives really fresh! Volvo has created a new digital key technology that allows owners to use their car as a delivery option for goods ordered online. An app controlled by the owner provides the delivery person with a digital key that ceases to exist as soon as the parcel has been placed in the trunk of the car.

4. Following on from the Big Data articles in this issue, brands that have a sixth sense about what their customers want will win their hearts. If you buy books online through Indigo-Chapters you will no doubt have received suggestions about books you might like to read (and buy) - the more you interact with their website the more accurate their suggestions. Is this creepy? It can be, but if you manage it well your customer will see it as awesome customer service, just like when they walk into a coffee shop and the Barista already has their favourite beverage waiting for them.
5. We know that our employees have to be polite when dealing with customers, but one new trend has companies encouraging their customers to be polite to each other. As trendsetting.com says, "In 2015, smart brands will realize that it's often other consumers who have the greatest impact on customer experience - good or bad." Examples include a cafe in France that discounts the price of coffee if patrons say Bonjour, and s'il vous plait, and McDonalds and Coca-Cola reward customers in Philippine restaurants for not using their cell phones. How could you encourage your customers to help make your customer experience better?

Source: [www.trendwatching.com/trends/future-customer-service/](http://www.trendwatching.com/trends/future-customer-service/)

## Big Data and Your Small Business

In the article above we provided an overview of why Big Data is relevant to your small business, here we provide an example of Big Data at work in the small business world and how you can begin collecting, tracking, and analyzing information on your customers and potential customers.

Any small business can find Big Data valuable, but it's more immediately appealing to retailers, both brick and mortar and eCommerce. We live in an online, and increasingly mobile world where our customers can connect with us and their friends like never before. According to Internet World Stats (IWS) there are over 2.4 billion Internet users worldwide and the International Telecommunications Union estimates there are 6.8 billion mobile phone subscriptions worldwide - people are talking, texting, searching, checking prices, reading reviews and all the time leaving their unique footprint for you to analyze and come back with a product or service that speaks to them directly.

Over 40 million people use the Foursquare app to keep up with and meet friends. Its website states, "...when you're looking for inspiration for what to do next, we'll give you personalized recommendations and deals based on where you, your friends, and people with your tastes have been." At any given minute people on Foursquare are complaining about the lack of WiFi at a local coffee shop, lauding the pulled pork sandwich at a cafe, or raving about an art exhibit. This is Big Data at work right in your store, your restaurant, or small business. Information is out there circulating - and it's extremely valuable. The advantages gained by collecting it, analyzing it, and extracting meaningful value from it however, will go to those businesses that see the importance of getting to know their customers more intimately than we could have ever imagined, even a decade ago.



## Getting Started with Big Data

1. Discover what data you are generating (e.g. transactions, financial, through equipment, social networking sites, online stores, blogs, sales team, Internet service provider information etc.)
2. Take advantage of the data you already have, or can readily obtain. Where are your leads coming from? Monitor online reviews. Track social media engagement. Carry out surveys of existing customers. Start to fully understand your market.
3. Use the information you have available to offer a personalized service, based on your understanding of your customers.
4. Disseminate data beyond management - your sales and marketing team need to know what metrics are driving your business.
5. Consider working with a third-party to help collect and analyze your data, rather than postponing it until you have sufficient resources - that may never happen.

George Tzanetakis from University of Victoria says, "Eventually, everyone all the way down to individual customers will be using some form of Big Data analysis, so it's simply a matter of time before your business bites the bullet and starts experimenting with Big Data."

### Challenge 4 Communities 2015

**4 Weeks 4 Challenges 4 Winners 4 Prizes**

Community Futures Newsask is hosting our 6<sup>th</sup> Annual "Challenge 4 Communities"

Voting has begun, visit our website at <http://cfsask.ca/newsask/newsask-challenge-for-communities>, click on the vote here and vote for your favorite project. You can only vote once every 24 hours!

Voting Ends November 27<sup>th</sup> at 8am. So get to the poll and start voting!!



**Challenge 4  
Communities  
2015**

## Cartoon

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“Ah, those were great days, The Pre-Accountabilty Era.”



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