**Creating Advocates**

Advocacy is the most cost effective and powerful advertising any organisation can get and it’s the one that we as advisers have the most impact on. The quality of our interaction with the customer has a major impact on their regard for the company and we have the power to convert the angriest customer into a raving fan in a phone call!

This module will help you to:

* Add value to routine calls
* Convert disappointed customers
* Identify “nice touches”

**Adding Value**

Little things can make a big difference especially if they surprise the customer. This is so much more than mechanically asking the customer if there anything else we can do for them. Instead we proactively suggest ways we can offer more to them.

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| --- | --- |
| **Ask yourself...** | **You need to** |
| * How can I enhance their experience?
* Have we a new product that might appeal?
* Has technology improved?
* Is there a service that might make their life easier?
* Is there a useful tip I could give them?
 | * Know your product
* Be up to date on existing offers
* Look for lifestyle and usage clues
* Recommend in a positive manner
 |

**Creating FANS**

We will not create advocates by just doing our job. No one ever told their friend about good service-it doesn’t make for a great story. We need to wow them and often this opportunity comes when something goes wrong.

This represents a test for the organisation and if we get it right it will be a fantastic moment of truth for the customer- fantastic opportunity to create a FAN.



Use your questioning expertise to understand the root cause of the problem

Identify the right course of action, agree this with the customer and ensure it happens

This is where we surprise and delight our customers. A follow up call is nice and thorough and if it’s tailored to the customer can be really special, but is there something else we can do to really wow them.

**Complainers to Advocates**

There is no better opportunity to create a loyal customer and advocate than a customer with a complaint. This sounds like madness and we don’t want customers complaining, but they are giving us a chance to save them and if we get it right....really right they can become our strongest advocate.

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| **Complaining customer believes....** | **They need...** | **Advocate believes** |
| **We don’t care** | *A demonstration that we really care* | They are valued |
| **We can’t be trusted** | *Evidence of reliability* | They can depend on us |
| **We will fob them off** | *A swift and complete resolution* | We will always look after them |
| **We will do as little as we can get away with** | *Something extra* | We will do anything for them |
| **We are just like everyone else, only worse** | *To see how special we are* | We are the best |
| **Looks forward to spending their money elsewhere** | *A reason to stay with us* | Everyone should shop with us |

You will see that everything in the middle column can be delivered at individual level. Company policy is what often loses customers. It is individual ownership and common sense that creates advocates.

In responding appropriately you can surprise the customer and create an n advocate not just of the company, but of you.

Wouldn’t we all love to have an advocate or 10?

Every time a customer calls we have the chance to create an advocate. We can deliver satisfaction by understanding their needs and delivering on them.



We create advocates at the top of the triangle when-

• We add something extra.

• We surprise them

• We delight them

• We do it with passion

Customers can sense when we are authentic, so if we are just doing the extras because we’ve been told to they know it and it doesn’t impress. How many times have we not even noticed when someone asks us if there is anything else they can do to help?

**Ask yourself**

• What can I do today to add value and how can I can I make sure I’m enthusiastic?

• How can I use my knowledge and expertise to add value?

• What advice and tips can I pass on

**Key Learnings**

• Regard complainers as opportunities

• Deliver what they are missing.

• Imagine having your own advocates.

• Always look for ways to add value

• Think how we can surprise the customer.

• Do it with passion.

This has kindly been supplied by Rob Wilkinson

More courses available here <https://www.callcentrehelper.com/tag/cheat-sheet>