

Richard Gee

From: Customer Love [chris@customerlove.ccsend.com] on behalf of Customer Love [chris@customerlove.com.au]
Sent: Friday, 27 July 2007 12:44 p.m.
To: richard@geewiz.co.nz
Subject: eNotes from Chris and Lee

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13th July 2007

Sustainable Customer Service

Dear Richard,

More and more people are starting to keep in contact with their customers and potential customers by creating an email newsletter. Personally we enjoy receiving them (and hopefully you do too), there is such a wealth of information out there available to all of us, to help improve our businesses and our lives. The trick is to actually maintain it, and ensure it is a part of your long term strategy for your business.

We currently receive Brenda Eckstein's newsletter (www.bei.co.za). Her latest email was focused on developing a sustainable customer service strategy for your business. And we totally agree with her philosophy.

Her tip is:

Make sure that your approach in developing a sustainable customer service strategy is 'customer- centric'.

Then, using that as your 'driving force':

- 1. Develop a 'Customer Service Plan' which integrates all aspects of your business (or personal life)*
- 2. Take action and effectively implement the plan*
- 3. Consistently sustain your efforts over a long period of time*

This approach will generate a higher level of success than efforts that are not co-ordinated.

Sending handwritten cards to your clients, needs to be treated in the same way. There is no point having cards sitting in the top draw of your desk - you need to create a habit of using them. Sending at least one card a week is a good start.

Is it time you started to get serious about your "Customer Love plan"?

[CLICK HERE](#) to purchase cards today.

[CLICK HERE](#) to purchase personalised luggage tags

Building relationships. . .one card at a time

Have a great day!



Lee and Chris

PS: A note from one of our Customer Love friends. . .

Thanks gal's, you've just inspired me to pop a welcome card in the post to a new client of mine J those emails really do work!!

Jules Hardie, First Class Accounts - Wyong

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Thought of the Day

"You will regret things in life but you will never regret being too kind or too fair."

Brian Tracy

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