

Customer *engagement* During COVID-19



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Helping organizations increase profitability.
Creating positive connections with one another through business.

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Tame your overwhelm, thrive and grow your impact!

Working with people who want to create a positive change in today's climate and use their business to grow and impact their community and world at large.

It's an interesting time. Pretty sure no one wrote into their business plan, "what to do in case of a pandemic"! Kudos and congratulations to you for pivoting quickly and responding. Necessity is the mother of invention!

Reaching out, learning from others, and bringing in people with skills complimentary to yours, is a smart business move. Your creativity facing this new challenge will make your business stronger in the long run. You'll be innovating and coming up with new ways to meet the needs of your customer which will serve you, your staff, and your customers well.

While it's unnerving, this new situation we find ourselves in, it's also extremely exciting! Entrepreneurs (YOU) are born creators. Use this short guide, along with the presentation to get those creative juices flowing.

If you'd like more in depth assistance, we can set up a consultation. It's helpful to have someone assist in development and analyse your execution plan (and of course the accountability/support piece! That's like manna from heaven).

Step 1: Mission Statement

You must have a very strong guiding mission/vision statement. It is foundational to your business and permeates everything from customer relations to employee hiring.

If you need help either creating or revisiting your mission/vision statement, email me at Samantha@Kaizen.Zone

Resource for you: [Here](#)

Step 2:

Connecting - Brainstorm



Where are they?

Where were they?

Where are they now?

Who or What has their attention?

How do you get their attention?

Basket of eggs

Where does your target customer “hang out”?

What are the different ways you can engage with them in these places?

What platforms are underutilized by you right now?

How can you engage on these platforms?

It's important not to put all your eggs in one basket. Don't just rely on Instagram or Facebook stories. Tie these links into your email list.

You don't “own” social media platforms and need to make sure you're gathering your contacts also in a place that you do own (social media platforms don't ask you when they want to change the rules of engagement, they just do it).

Step 3:

Customer Needs and Wants



Wants & Needs

Service

Inspiration

Leadership

Connection

Information

Relationship

What does my customer want/need from me?
(Think more broadly than the product or service.)

- covid response:
 - o How we're safely delivering curbside pickup,
 - having touchless transactions,
 - employee & customer safety practices, etc.
- Business
 - o Hours
 - o Product or services that are available, how they're available
- Employees
 - o Employee recommendations (relate to business, can be a simple picture thank you montage!).
- Community leadership

Use the list above as a jumping off point to brainstorm what your customer needs and wants from you.

Step 4:

Strengthening Relationships Retention



Connections

Product or service

Mission or purpose

Staff & you

Other members & customers

Gratitude

Consistent communication is key in fostering these relationships. Addressing customer needs and wants, consistently communicating customer, and engaging with them regularly are in the 'must do' category.

Use your brainstorm list from Step 3 and create a plan of communication! To help to tame any overwhelm you may be having, keep in mind that you can repurpose the same information, just utilize a different medium to deliver it.

- **Frequency**

Create a plan for frequency of engagement. It's best to use different types of engagement, ie. Video, stories, posts, tic toc, etc. etc.

Step 5:

Gimme' some love: Customer Acquisition



Acquisition

Pareto Principle 80/20

Roughly 80% of the effects come from 20% of causes

Birds of a feather flock together

If you've not identified your top 20% then it's definitely time to do so. Your top 20% is golden to you.

They fit you and you fit them. It's a match made in heaven. It's from this group of people that referrals and recommendations are the most valuable.

ALL customers should receive the same exemplary customer service and product, regardless of if they're a one time visitor or a daily regular. Everyone deserves your best (vital to communicate this to, and train your staff!).

To grow your business and serve people as best you can, your job is to find the people that fit you well, your tribe, your fans, your team. Your fans bring more fans similar to themselves.

There are resources to figuring out your customer avatar. [Click Here](#) for a resource.

Want to grow faster, have some help with this guide (or other business issues), shoot me an email or give me a call. We can easily have very productive Zoom or Facetime appointments!

~Samantha

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