commbox

The Future of Customer Communications

WIN THE CUSTOMER: HOW EXCEPTIONAL CUSTOMER SERVICE BECAME THE NEW STANDARD

Plus 5 tips you easily use to win more customers in the digital age

INTRODUCTION

In the business world today, the approach to work and rendering of services makes the customer the pivotal point. The rate of competition makes every competitor edgy – they will do anything and everything to win a customer's loyalty. In this book, you will discover the secret of having topnotch customer service in your industry. Also, there are concerns in the public about how workable automated customer service apps are to business. The merits, demerits and ways of Artificial Intelligence in corporations are discussed in this great piece as well.

Perhaps, you have a business and want to see how customer service can better your output, you will learn in this book how different approaches to winning customers is necessary for your advancement in business. Among other things, the omni-channel framework will make your brand visible to the market while improving your communication effectiveness with clients. Many customers complain about inattention shown to them by brands when trying to make enquiries about products and services. Some brands' support call numbers never seem to go through or are always busy. All these can hamper the aim of winning customers which is the goal of every business establishment. However employing omni-channel solutions to customer satisfaction will see them serviced better and loyal to a brand.

Ever-wondered why some brands keep making headway in business while some others in similar service industry make cases for

bankruptcy and foreclosure? It is so mythological to think that business runs on luck and fate; hence, those who appear unsuccessful have run out of luck. It is ideas that they do not have. Winning customers is a step that is pivotal to an organization's success; hence, leaders of such establishment must be given to change and study of how the market operates in their field. That way, it will be easy to modify the customer service approach to suit modern-day problems and eke out solutions from them. If satisfaction of customers should hold the highest premium in business, companies must be ready to go any length to have it. Therefore, making the most of technological tools as well as human representatives in meeting clients' endless queries is most beneficial in making a productive enterprise.

Inasmuch as there are many benefits to the use of customer service in business, some organizations may decide not to use it for different reasons. One of such reasons is that people think it is expensive to use. However, considering the cost of losing a customer to inefficient customer handling, it is not possible to disagree that having a smart system for handling customer queries is the best. Think of how many customers would be won to your company because you could attend to their demands in the shortest available time. It, then, becomes obvious how necessary it is to work with systems that deliver the best when it comes to customer relations. If the offshoots of having good customer relations include customer loyalty and satisfaction, why should anyone want to downplay the importance of this to any organization? Another reason some companies do not want to make the best of automations in customer service is the fear of losing human personnel to machines, technically speaking. However, comparing companies with smart tools for customer support with those with traditional human-agent structure, one cannot but see the reality that lies in the matter.

Exceptional customer service is an essential topic that every business organization needs to understand. In the world of market rivalry and daily emergence of brands in the same service industry, getting a good grasp of customer service and communication will

help an organization thrive well in a the presence of fierce competition and surfeit of service options available in the market. Winning the Customer is that book that reveals all these secrets to you as gold on a silver platter. Read each chapter sequentially and be overawed with the ample secrets unveiled to you as far as winning customers is concerned.

What is Exceptional Customer Service?

Customer Service is a commonplace term that you are likely to come across if you work in an organization, own one or have dealings with different companies. Its definition has been difficult to encapsulate for quite a while; however, it has always been known

as the humane considerations made for customers by establishments for the purpose of satisfying their needs while gaining their customer loyalty. Another way to define it is to say that customer service is ensuring that customers get their needs met before, during and after patronizing a brand's product and service. A lot of organizations fail in this regard: they only provide services for their customers during their stint at their offices or online during their purchases. As soon as the dispatch or transaction is made, they do not do follow-up or make an inquiry of customers' feedback. That is where exceptional customer service makes the difference. It is an approach that considers making clients feel satisfied while intending to make purchase, during the process of ordering and during the use of the product or services. It ensures that customers

have no reason to consider a rival brand due to your effort at making him or her satisfied with the use of your products or services.

In branding your business, what determines how far you will go is how you value customers. Yet, it is important to know that it is not enough to know that you value customers but to show it. Clients are not mind readers who know the intent of your thoughts. Hence, it is essential that they know how invaluable they are to your organization individually and collectively. Asking for feedback on services, for instance, has a chance of increasing customer satisfaction of a brand. Clients become overjoyed by the thoughts that the company whose services they sought seeks to serve them better by wanting to get a glimpse of their needs. It takes exceptional customer service to identify ways through which the happiness of clients can be achieved. That way, there will be less defection of customers to other brands, and more productivity compared to the input of companies.

Making room for exceptional customer service is quite rewarding to the customer and the company as a whole. If being lackadaisical about the provision of products and services were what businesses entailed, there probably would not be anyone in the business of making sales any more. Decide to be slack in handling and customers and watch them drift away from your manoeuver. Hence, it is essential that every means possible be employed in ensuring that customers are served the best quality of satisfactory treatment. Smart systems understand the need for treating customers right; hence, they employ the use of artificial intelligence inventions that will augment the weaknesses that human agents have in running efficient support systems for clients. It does not take away the relevance of humans within the organizational systems. Instead, it helps to ensure that no stone is left unturned in the bid to achieve efficiency in meeting customer needs. Myriads of such facilities abound such as chatbots, livechats, omni-channel platforms amid other designs can help an organization present an atmosphere so enchanting for clients to be willing to have another chance at the organization. Therefore, it is not a bad idea to win

customers through the use of automations inasmuch as they deliver quality service that can produce customer loyalty with the brand.

Importance of Delivering Great Customer Service in the Digital Age

One major consideration to make as an organization, in growing as a brand is to understand that customers are, by nature, very flexible and insatiable. They seek new experiences; want better product quality, topnotch service delivery, amid other things they believe a brand owes them. As a result, it is easy for another company to get them won over to their products or services. Exceptional customer service; however, ensures that clients get hooked to their brand by coming up with new and interesting offers before a current service gets too boring for their customers. On the converse, those without good customer service initiative fall short of clients due to their inability to woo customers through variety. To get ahead of the rest in your service industry, you cannot do without having an excellent team of customer service-oriented staff as well as an efficient customer support system.

Another benefit of delivering great customer service in the digital age is that it reduces the chances of foreclosure or declaration for bankruptcy. A lot of startup companies are folding up as a result of inability to meet up to ever-inflecting market demands. Such leads to unpopularity of brands and increased unemployment statistics in that service industry. Hence, having an exceptional customer

service deliver is vital for having customers glued to one's brand whenever they think of a particular product or services in the range of what you offer. Change management personnel and business strategists can study what adjustments need to be made for a company to advance its course in business. That way, the best and unique customer service approaches will be in place for the satisfaction of customers.

Evolving Customer Expectations, What Service Customers Expects of Brands in the Digital Age

Of the different expectations customers have during their session in a company, one thing is sure- customers do not like to experience delay in getting their much needed product or service delivered. Companies who understand this need assist in the provision of delivery plans to get customers' desires met within the shortest possible time upon ordering them. For instance, the use of mobile apps for orders, enquiries and other services to be met makes it easy for customers to get the best of satisfaction for the betterment of their lives. If there is one thing smart CEOs know, it is the comprehension of the fact that making life easy for customers will win their customer loyalty potentially. That is because business is all about meeting customers' expectation this digital age era.

Another approach most companies take when handling clients is to understand that customers want brands with credibility. Acts that evince lack of integrity by organizations tarnish the brand image of the organization. Hence, as a company's employee, CEO or what have you, there is a need to understand the essence of keeping their principles high when it comes to their organizational behavior, dealings with customers and all-round development. That way, scandals of different shades and fashion will be far from such brands. Additionally, it keeps a brand ahead of competition from rival service providers when integrity and good reputation are among the core values that keep them going.

Longevity is another criterion customers look at when choosing a brand. You need to realize, as a brand owner, that a brand is also part of self-image if an organizations. Ever wonder why people feel comfortable and confident putting on a Givenchy dress or driving a Mercedes? Some will feel hurt when they do not have certain possessions again? Why? It is not farfetched from the fact that people

Omni-channel Customer Service: The Right Way to Create Memorable Customer Experience

As the demands of customers in business organizations increase, the need to do more in terms of customer service delivery becomes pertinent if business is to scale greater heights. Hence, Omni-channel customer service is the direction in which most business organizations are looking up to for greater impact. The term is used to refer to different interactions over ample touch points that connect an organization to a customer and the prospective ones in the market. It is important that every company understand how to create technologically innovative ways of connecting with their target market at all times to increase their chances of coming back. With the state of the world at the moment, companies expect nothing less than perfection when it comes to customer service delivery on the omni-channel framework. Hence, creating awesome memories that would keep your brand in the minds of your client is a good way to ensure the growth of an organization.

Why Exceptional Customer Service is now Set as the New Standard

The reasons exceptional customer service is a point of focus in this dispensation are diverse. One of such is that different companies within the same service industry have their customer service units these days. Hence, there is not going to be any difference marker between your brand and theirs if you decide to be ordinary in your customer service delivery. However, being exceptional can help to make you stand out from others as anyone who makes contact with your brand for product or service delivery will be able to tell apart your organizational behavior with respect to customers from the way it operates in other brands. Customers are exposed to different brands daily through advertisement, availability heuristics and other methods through which organizations use to make their products and services frequently pass prospective customer's minds. Hence, the need to have a mark of difference from other brands is to make customer's feel happier when seeking your services than other companies have ever made them. Once this is done, customers will do their best to ensure that they remain associated with your brand whenever they need your services.

Another vital reason why exceptional customer service is the new standard is that experience and studies have shown that customers respond better to how they are treated than the aesthetic or functional value of a product. Previously, function and aesthetics were debated as the best two criteria for organizational growth. However, research has shown that in spite of an organization's strict adherence to standards and quality of their products and services, a customer

may choose not to be loyal to such brand if they felt ill-treated on different occasions when doing business with them. Hence, being exceptional in customer services will help in preventing loss of potential customers to other brands. Instead, it will increase customer satisfaction and loyalty to the brand, while raising the welfare of the organization through increased productivity and revenue.

Why Companies Must Invest in Omni-channel Platforms to Deliver the Exact Experience their Customers are expecting?

The roadmap to excellence in winning customers as a brand is not a one-size-fit-all pathway. It requires the adoption of strategies, after studying situations, to know which works best for the circumstances at hand. Every company has a goal of reaching global or national relevance in whatever service industry they belong to. However, such a great objective can be defeated when a singular approach to customer satisfaction is followed. Hence, omni-channel platforms is one area companies need to show vested interest in, if they must go far in the market. Apart from the competitive advantage it has to offer, omni-channel platforms helps to achieve quality customer service through effective communication. In business, communication is everything. Companies that show active listening skills go far irrespective of the market dynamics and fierceness of competition in their service industry. Those who appear to be slow to acting on customers' queries have a hard time advancing in revenue and customer base. It is therefore essential that companies adopt omni-channel platforms for a better customer experience.

It is difficult to gain customer loyalty these days for a lot of reasons. Diversity of service, multiplicity of brands, changing needs of clients among others are factors that can affect a brand's ability to keep customers at times. However, when omni-channel platform is in place, a brand can remain in business for as long as possible for their effectiveness in making customers satisfied any time they make an enquiry. Customers are very likely to ditch their erstwhile preferred brands after one satisfactory experience with another brand. Hence, it is essential to adopt this approach to business to win customers and benefit from it.

Omni-channel platform help brands to increase the chances of coming across their ads about products and services. Through it, brands get to send subtle signals to the minds of the market that a particular product and service is available for use. As far as consumer psychology goes, the more contacts a product makes with a prospective customer's mind, the higher the chances of purchasing it when the chance arrives. Hence, adopting the omni-channel framework will help in increasing customer base, improving the organization's revenue books and bettering the market visibility of the brand. It achieves a win-win situation for all: customers and brands alike.

5 Tips You Can Easily Use to Win More Customers in the Digital Age

The complex nature of customers can make defining the method of handling customer service difficult for clients. Hence, it gets overbearing for most organizations when they have to choose the right tool, framework or design to ensure that the company's support system is wel coordinated to handle various queries from customers. If you are currently in such dilemma, you have nothing to worry about. Below lies 5 great tips that you can employ to ensure customer satisfaction in this digital age.

1. Omni-channel Platform

Every time, organizations search out new approaches to attain better customer communications. Omni-channel platforms take into consideration the need for clients to have the best customer service available by making all channels of communication open to communication at quick response rates. It is such an important consideration in starting a business venture or an organizational arrangement; being that majority of customers perceive companies

with multiple communication channels as the earmark of reliable establishments. Hence, it would be wise of you as an organizational head to map out plans towards ensuring online and offline communication platforms for customers to relate with an organization. Such platforms will then be linked over an information network that will ensure that all queries raised by customers get attended to within the fastest possible time. Paraphrasing this is to say that irrespective of the customer base of an organization, omni-channel platforms have the benefit of making all communication channels enabled to feed customers back in whatsoever enquiry they seek per time.

One of the considerations made by most companies that make use of omni-channel platforms is the fact that at times, customers could have a flexible use of different communication platforms when trying to arrive at a decision of which products to buy. Hence, this framework ensures that irrespective of the channel used, the answers to their enquiries are given to customers within the fastest possible time and accurately. To employ the use of omni-channel platforms, an organization collects and distributes data of customers across all online platforms through which clients have the potential of seeking answers to their queries. That way, it is easy to respond quickly to details that concern individual customers when they come looking for answers to their enquiries. Winning customers in the digital age never got as easy as this. It means that a high regard for information, purchase history and other customer information is necessary for omni-channel platforms to operate efficiently.

Among the different platforms that the omni-channel framework covers includes social media, phone and offline enquiries, text, email, website, among other options. All these communication media are linked together for data sharing and information processing. It entails gridlocks on the pathway to communication to be defeated for the profiting of business owners and other service providers. In a long run, a large percentage of customers which the platform has had interactions with would eventually become loyal customers of the organization, as experience has showed. That comes as no surprise

since customers go where they feel respected – a thing that omni-channel platforms ensure through quick dissemination of information within the shortest available time. Hence, this strategy is what all organizations serious about winning customers at an astronomical rate need to make their point of focus. That way, clients will have a high sense of customer satisfaction at the end of every business transaction. On the other hand of the relationship, organizations will experience higher profits, more revenue, increased productivity and cost-effectiveness in the daily discharge of their service responsibilities.

2. Customer Satisfaction Survey

Many times, companies fail to keep up with their customer's assessment of their perception of service and product delivery. It is an error that comes when organizations rate their output to be of the best quality by their own standards. Inasmuch as specifications for quality need to be passed for products to be approved, branding of products as well as varieties of them are areas that can be worked around, tailoring it to meet customer needs. The Customer Satisfaction Survey guarantees this as it helps to elicit the assessment of the product and services that they got from the company, how they were treated by staff and areas where there are rooms for improvement. Such surveys can be carried out in person or online through a template with test items that evince the responses needed for improving the customer service of the company.

Surfing the web, you will find myriads of customer satisfaction surveys available to serve as a template to follow. However, the common denominator to them all is that test items that give customers a wide of range of options to pick from are presented to them for efficient choice making. That way, thorough elicitation of accurate data concerning all clients interviewed can be known. The advantage of Customer Satisfaction Survey is that it makes brands dovetail their policies and manner of handling customer's needs to more efficient capacities. Service Quality is one of the sections contained in a good survey of this nature. It implies that the clients provide a rating on the treatment they get from the company in their bid to procure products or seek services from the business establishment. Information about product quality too is necessary in accessing the customer care of a company. Even a product is of high standards, there is need for companies to make a customer support system that is capable of answering questions asked by clients on how best to use the product, among other enquiries that could come up.

3.Self-Service Tools

The idea behind self-service tools is that customers should be able to get any enquiry they have of a company or their products and services attended to at any point in time. As a result, the use of human customer representatives to attend to customers is not the case with self-service tools as clients can get knowledge about product through frequently asked questions (FAQs), online forums as well as knowledge about other matters. It is another technological innovation used by most organizations to reduce the workload on staff members of organization, lessening the number of customers at on-site locations of their companies while holding large number of customers in the organization.

In this digital age, there is so much benefit to gain from using self-service in improving customer relations between a company and

clients. Through this innovation, companies are able to retain customers, attain higher revenue figures on products and services as well as hold off competition from rivals. Customer self-service tools are pivotal to the success of any organization. Being that the organizational culture of most brands in the new age is centered on producing happy customers at the end of each business day, these tools are provided to make customers have fun interacting with self-service while they make orders, enquiries and get whatever information they require of a company. The minds of customers are difficult to expressly define; being that human beings differ in their psychological makeup; however, good customer service is one connector between all members of the human race as everyone craves respect and happiness – a thing self-service tools promises.

Another essence of self-service tools is the act that customers have less time to waste. That would not have been a problem if there was an absence of rivals in the same service industry. However, with a surfeit of competitors all trying to woo customers to their products and services, poor self-service consideration could come at a cost for a company in terms of loss of customers to other brands. Avoiding this entails that companies must make attempts towards answering every beck and call of their customers in whatever area they require assistance. That way, defection of customers to other brands with quicker response rate and effective delivery of products and services will not be the case. Customer loyalty will be high since clients will be satisfied by the company's manner of meeting their endless demands.

In the wake of an ever-increasing demand for better customer service, the customers themselves are aware that every forward-thinking organization should have a self-service provision. Hence, they search for this in the official website of companies before making a decision to have a go on their products and services. The digital era is real; so real that customers no longer prefer having a human contact when reaching the support of a company while making enquiries, as shown by a recent study. It is considered obsolete these days for startup companies and other topflight brands to merely rely on help center call lines to help customers make enquiries of their products

and services these days. A survey conducted recently by Dimension Data shows that customers prefer to use organization's website and IVR in making enquiries in comparison to other means of communication such as live chats, human representatives amid other means. It is only business savvy to align business goals to the bias of customers in getting the best result. Hence, employing the benefits available in self-service is essential for the next-level growth in a business organization.

4. AI Powered Knowledge Base

The use of AI-Powered Knowledge Base refers to the act of employing technology in ensuring quality customer service delivery to customers. For instance, in large organizations such as banks, that are home to numerous customers per day. The stress on organizational staff and customers can be eased through the use of mobile applications or tech-based support systems through which enquiries can be made. Such way, efficient and faster access to information, products and services can be accessed by the customer, earning their loyalty in return.

AI Powered Knowledge Bases rectify the weaknesses of human systems in helping with customer enquiries. A lot of organizations are ineffective in their handling of customer demands for attention while using their support contact details. Emails take weeks to responds, calls wait on end, and customers get disinterested in organizations; seeking defection as a result. In order to reduce these negative outcomes that the challenges of human customer service

arrangements could present, artificial intelligence comes handy in ensuring that customers' demand for answers are met at all times – daytime and night alike. That way, their way of viewing the company will be in the positive and there will be chances of referral, customer retention and other benefits that accrue to good customer service.

For clarity sake, AI-powered knowledge base leverages on the language which is mostly used by customers in answering virtually every possible enquiry that customers may make of a brand. The use of keywords that cover all products and services offered by the organization is employed in generation lists of solutions to the query being made. That way, customers get fed back the answers to their needs about products and services. It also takes away the strain on human personnel in dealing with multiple call sessions from different people at a time. Machine does not experience burnout. Hence, that makes it very efficient in handling customers' query at all times.

Inasmuch as it is a machine, you might be wondering if it is fashioned after algorithms, why is it perfect as though a human is behind the systems? The answer is the keyword programming that anyone inputs in the search helps in the understanding of what answers to feed the customers after launching a query. That way, the pain of endless waits by customers for answers to their enquiries is over as it becomes easier for them to get answers without the stress that would follow asking from a customer care representative. Do you know that when customers make queries through human agents, approximately 6 minutes is used in searching for the customer's profile and history about products and services made? As small as such a time may seem, time is a luxury for customers, and it could be a vital criterion in assessing if there will be a return to such company for the purchase of their product and services. Hence, it is through AI-powered Knowledge Base that this disadvantage is eliminated from a company, giving them the ability to handle different queries made to the organization.

5. Automation Features and Chatbots that are working in Different Channels

A new development in the digital era of organized customer service is the use of automation features for working on different channels. Chatbots are becoming greatly demanded this age as for its customer satisfaction that clients derive from it. Most startups are getting into its use and seeing great rewards coming through for them. If you own a smaller organization, do not worry as there are chatbots of relatively affordable prices that can be incorporated into your design. Through use of this automation feature and others, one can improve customers' experience on a first-time basis and also on continued patronage of company's goods and services. The use of automated keyword chatbots helps to aid quick responses to questions, assessments and other queries a customer could have concerning, products, services, orders or their account status within the organization. Companies like Uber, LG and other A-list brands employ automation features in their customer service to win clients over to their brand. There could not have been a better solution in human agents to the ever-increasing customer base of companies as well as the need to attend to all their enquiries.

One of the benefits that come from the use of automated features in customer service is getting the job done smarter and at less cost. As a brand with different online extensions through which customers can make queries, smart options like chatbots can be incorporated into these systems to ensure that everywhere, customers get their information demands met with solutions. Hence, on the companies' media platforms such as Viber, Whatsapp, Facebook, Live Chat, Apple Business Chat, SMS and RCS among other alternatives, one can run a chatbot that will handle these platforms all at once, providing information to clients with regard to whatever enquiry they might have of them.

In constructing a simple chatbot, the setup has to be such that

answers frequently asked questions within the quickest available time. Also, provisions must be made for other issues that customers might want to make queries about concerning their use of products and services. The configuration of the bot is such that follows the if/then logic. In other words, if this question is asked, then this answer should be given. It is what makes clients get quick feedback within the shortest time; a thing that will prove abortive with human representatives in use. However, are human agents unnecessary in the whole arrangement? No. Complex queries which are beyond the set-up of algorithms that guides the chatbot will be referred to human representatives for better solutions. That way, no stone is left unturned in making effective communication possible through the company's channels.

Another significance that lies in automation features when used over different channels is that it saves cost which could come through hiring a huge number of customer agents to look after different channels for attending to customer queries. The human factor predisposes such cost to ineffectiveness as it will not be able to deliver what it proposes to do. Even if shifts are run among the customer agents, the number of queries for a competitive brand will outweigh their capacity to respond to all demands within the shortest time. In no time, such company will experience is fall in the number of customers, as a result of their poor performance on customer service. Customers are not won that way. To woo, them to your brand, there is need to allow automated features handle different channels. As long as they have been programmed right to give feedbacks, customers have less to worry about response rate to their queries. It also comes as a blessing for service providers as they will experience a boom in customer base, revenue and market demand for their products and services.

CONCLUSION

Winning the customer is not an easy task as ABC. From the paper, it requires accurate determination of efficient ways that customers can be served to earn their loyalty. The needs of customers are ever-changing, and brands have the responsibility of adapting their functions towards carrying clients along as the need changes. Hence, exceptional customer service is stressed time and again in this book as the only panacea to the problem of turnover, low revenue and productivity. That involves the use of means such as self-service tools, AI inventions and or human collaboration over an omni-channel customer service framework. When an organization is given to continuous improvement in the area of customer service, customers are quick to noticing these changes. As a result, it is essential that business strategists, brand owners and Human Resource personnel brainstorm about different ways to attract customers to a brand. If you catch the secret embedded in this book and put them to good uses, you will have a good story to tell, most certainly.

You might want to ask, what time is it right to have smart systems in place for handling customer queries? The answer is now! You do not need to wait for an explosion in business before making provisions for customers to have different options of communicating with your company. From the basic level, you can get chatbots which have the capacity of your customer base. With time, or as the clients keep coming, your brand will have the financial capacity to adopt automations of larger capacities, thereby keeping customers who have engagements with the company's goods and services. As the business grows and diversifies in channels of communication, you should choose omni-channel customer service as it is sure to help maintain growth in customer relations and earn loyalty of clients. In a nutshell, winning customers is all about being argus-eyed and taking early steps to preventing catastrophic decline in productivity, especially in the area of providing efficient customer service.

Through this book, you must have come to the realization that efficient customer service provision is more of a determinant of an organization's growth in revenue, customer base and market visibility than having functional products or services. It is also more important than having the best aesthetics layout at on-site location and on offline channels. Customers care less about all these if they cannot get their queries attended to within the shortest time. It seems like a rip off to clients when they cannot get through to a brand through any of their channels after they have made a transaction on their goods and services but do not get feedbacks. Hence, challenges like this need the quick response of organizations in assisting customer service quality through various means. High credibility will be won by such organizations in the perception of the customers, leading to high chances of customer retention and all the benefits that come alongside it.

In conclusion, the secret to good customer service skills is customer satisfaction. Customer satisfaction is the factor that establishes loyalty between a client and the service provider. The digital tool kits essential for unleashing this satisfactory experience in customers include omni-channel platform, self-service tools, customer satisfaction surveys, AI-powered knowledge base and automation features working for different channels. Employing these in your organization will lead to a boom in everything that concerns the organization. Consequently, it will result in happier customers, better communication between clients and organization, less disputes over products and premises as well as a win-win situation for every party overall. This is the way customers are won – make them happy and they will make you a happier brand.