

MAGAZINE

For business owners, by business owners

How to make happy customers happier!

Five trends to get you thinking about the happiness factor

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Make a small business happy!

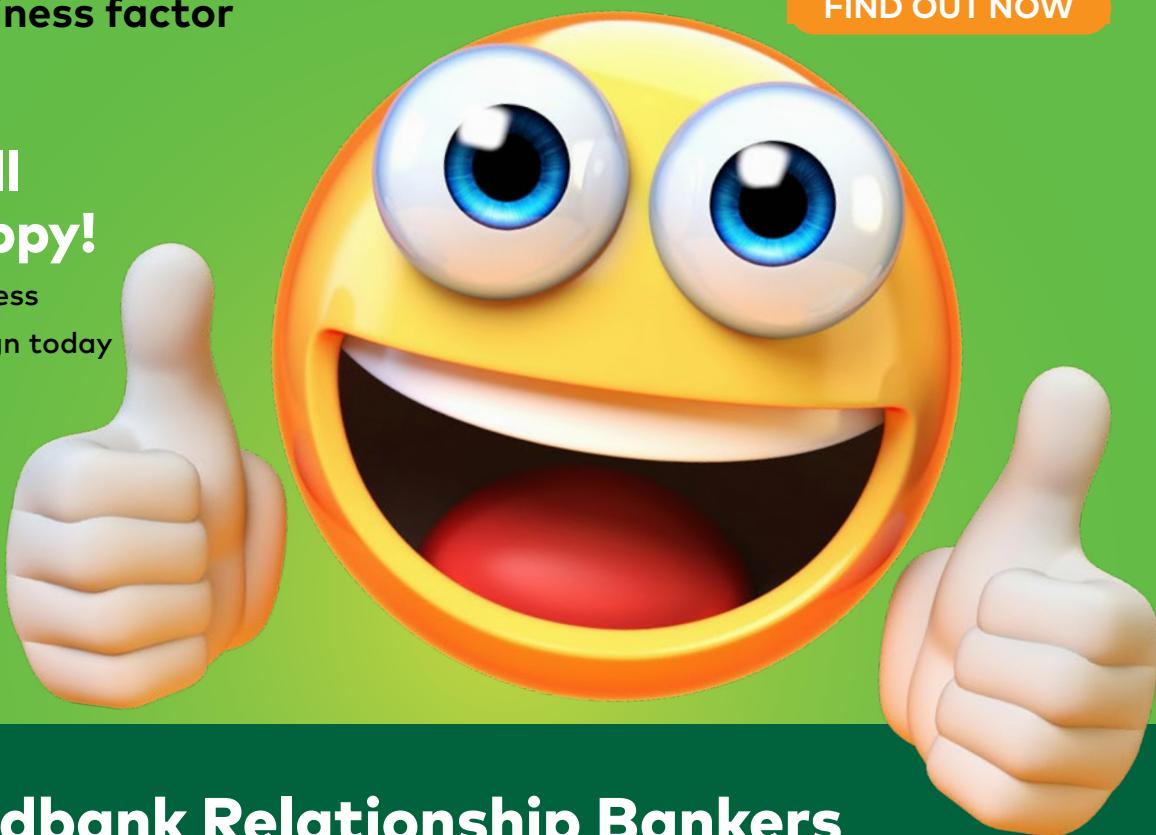
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OFFERS TO
MAKE YOU
SMILE
↓

5 WAYS
to appreciate
your customers

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Nedbank Relationship Bankers reveal their top customer care tips!



Jean-Michael Botha
Gauteng



Godfrey John
Gauteng



Melusi Mbongo
Gauteng



Lebogang Makousu
Klerksdorp



Vuyo Yekela
Gauteng

Love is a verb and our Relationship Bankers do it!

Did you know that as a Nedbank small business client you get access to a relationship banker? We wanted you to meet the people behind the email or the phone. We think they're pretty cool and we know you will be inspired by their tips on how to keep customers happy, plus some of their stories may put a smile on your face. 😊



TOP TIP

Confidence is key, and always put yourself in the client shoes. Gratitude reciprocates!

Jean-Michael Botha
Gauteng



When free isn't free 😂

When I was a sales consultant many moons ago, one moment stands out. I assisted a client that I really had to educate on how a bank account works for his first ever job. We opened an account and I informed him for this particular account that it's free to swipe your card (I meant no fees). The next morning the client came back to me stating that he had tried to swipe his card but it didn't work. It turned out there were no funds in the account. He believed that the purchase he was swiping for, was going to be free because I had mentioned he gets free card swipes on the account!

Listen to your clients and give them your time. Show interest in what is going on in their lives and try to make them feel special. Give them a call them on their birthdays and other special days.



▲ TOP TIP

You need to provide a 'safe' space for a client, ie allow them to vent if they need to. They will feel better and so will you.

Vuyo Yekela

Gauteng



▲ TOP TIP

Always deal with client queries efficiently.

Godfrey John

Gauteng

**Lebo's top 5 customer care tips** 

1. Engage frequently with them to check how are they doing.
2. Show interest in their personal wellbeing.
3. Be assertive but still show empathy and sympathy.
4. Keeping them in the loop even if you don't have the answers.
5. Be honest when you don't know the answer and refer the customer to someone who can help.

**Lebogang Makousu**

Klerksdorp

Look out for more tips in our next edition, on our social pages and on our platform.

[Read more here](#)



How to make happy customers happier

YOU MAY BE FAMILIAR WITH THE ADAGE: HAPPY WIFE, HAPPY LIFE" BUT I THINK THAT AS SMALL BUSINESS OWNERS, WE SHOULD ADOPT THE MANTRA: "**HAPPY CUSTOMER, BETTER SLUMBER**".

Bearing in mind that sleepless nights are causally linked to the health of the bottom line, which is connected to the number of happy customers we have. If you are going to make one new goal for your business, then it must be to make your customers happier. From marketing, to sales, to delivery, to support, what are you going to do to make that happen?

What do customers want and how are we going to make them happy in 2021? Here are five trends to get you thinking about the happiness factor.

[Read the full article](#)

😊 Online and on time

It is safe to say that our customers habits have changed and so have their expectations of what constitutes a great customer experience.

😊 Put the customer at the heart of the Business

Give your customers a reason to love your products or service so much that they become your best marketers!

😊 Social shopping

The customer wants to shop wherever they are, which is increasing on social media.

😊 Getting personal

The customer needs to feel that they are important and that their feedback or preferences are taken seriously.

😊 Values are valuable

Now is the time to show that you care about what your customers care about.

5 Ways to appreciate your customers

HAPPINESS AND GRATITUDE ARE DEEPLY CONNECTED, SO IT MAKES SENSE THAT IF WE ARE SEEKING TO MAKE OUR CUSTOMERS HAPPY, WE SHOULD BE SHOWING OUR GRATITUDE FOR THEIR BUSINESS AND SUPPORT.



1 Send a handwritten card

Digital is distancing. Receiving a meaningful note that someone has taken the time to think about and write is an incredibly powerful way of saying 'thank you!...' [read more](#)

4 Be helpful

Share useful tips and give away how-to guides relevant to your industry. People remember the people who helped them, and this is an important part of relationship building... [read more](#)

2 Give a personalised gift

The key word here is personal. Avoid the standard holiday gifting to everyone and rather send a gift that means something to that person... [read more](#)

3 Listen!

Our customers are giving us bits of information about how they feel about our products or services all the time. We need to be listening and responding to show that we care... [read more](#)

5 Celebrate your customers

Perhaps a customer has received the "Best Bakery" nomination, or they have just moved to bigger, better premises. Maybe they have started a fun social media campaign – support it and give them a shout out... [read more](#)

[Read the full article](#)

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Click on a BackaBusiness campaign and show your support by voting with your wallet and heart today.



Above Keyboard Dressing

We recycle and re-purpose into the newly desirable items.



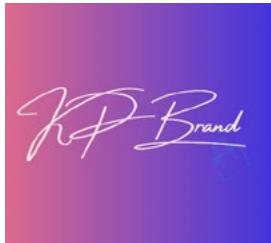
WAAYS

Help us to assist entrepreneurs to start businesses to create jobs



Leo's Champ Food Truck

Help us open a fast food business.



KP Branding

Help us start off to buy the basic things required like place orders for material.



Mzansi Taste

Help us give power to our partners to sell their home prepared meals on our platform.



Way Reaching Cleaning Services

Help us get the basic equipment to start window cleaning.



FitStack

FitStack

Help me help people achieve their fitness goals.



7 Sleek

Join us as we make beauty positive, affordable, and eco-friendly!



Cafe 2 Go

We are raising funds to help us reopen our Coffee Deli.



Angie's Cosmetics

Help me raise money to fund my cosmetics business!



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SHIFTING GEARS WINNER FEATURE

Operating in the new normal

Our business model was severely disrupted by the new normal. As a telecom service provider, our sales relied heavily on having direct contact with our clients. Not only did we lose sales, but we also lost recurring revenue as 90% of our clients had to shut down.

We are finding a new market for our services and new ways to serve our clients. Our marketing and sales strategies have become more virtual, we only go out to clients when it is absolutely necessary.

We now can provide most of our services remotely for less and the margins are slightly better. Our team is now more remote saving on operational expenses.



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