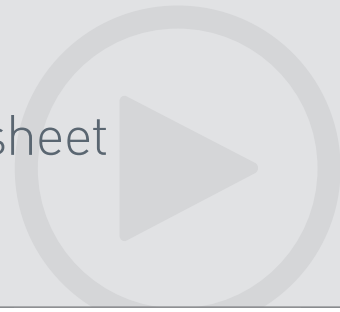


The Woman's Advantage

2018 Bizwomen Webcast Series | Worksheet

Tips for Generating Revenue Through Customer Service



These tips from **The Woman's Advantage**[®] are designed to help you take action on the ideas and insights shared in our recent webcast. For more on this topic, watch the webcast on pnc.com/women.

BUILDING RELATIONSHIPS THROUGH CUSTOMER SERVICE

Building relationships with customers can help to bring customers back again and again. Here are some thought starters for building relationships.

- 1 Be sincere and personal in your interactions with customers.
- 2 Take intentional steps to build mutually beneficial relationships.
- 3 Create a customer policy and stick to it.

EARNING LOYALTY FROM YOUR CUSTOMERS

Consider these ideas to help you stand out in the eyes of your customers.

- 1 Do things for the customers' convenience — ask them what they need and then act on it.
- 2 Send an invoice with a “no charge” listed so they know the value that you provide to them.
- 3 Demonstrate your loyalty by using your customers' services, buying their products and referring them to others.

EXPRESSING GRATITUDE FOR YOUR CUSTOMERS

Here are some tips for making your customers feel appreciated.

- 1 Remember the little things: Send thank-you cards, return phone calls, and give your personal attention to details — especially customer requests.
- 2 Do what you say you are going to do and do it on time — or earlier.
- 3 Provide perks and rewards for your customers.



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