

FACTORS IMPACTING CUSTOMER LOYALTY

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There are many factors that will affect the relationship between you and your customers. The following are some of the more common that you should work toward improving.

- **Adaptiveness.** Taking measures to adapt your own personality style to that of your customers in order to communicate with and serve them effectively.
- **Communication.** Getting and giving information, listening, writing, and speaking effectively, as well as, dealing with the emotional situations sensitively.
- **Decisiveness.** Being able and willing to make a decision and take necessary actions to fulfill customer needs.
- **Enthusiasm.** Attaining and maintaining a level of excitement about your customers, product(s), service(s), organization, and job which says, "I'm happy to help you."
- **Ethics.** Establishing and maintaining high legal, social, and moral standards in all interactions with customers.
- **Initiative.** Acting on issues which relate to your job or customer service without having to receive instructions from others.
- **Knowledge.** Taking the time to learn about policies, procedures, resources, products, services, and other information which can aid in providing total customer satisfaction.
- **Perceptiveness.** Recognizing the need to pay close attention to verbal and non-verbal cues, cultural factors, and the feelings or concerns of others.
- **Planning.** Taking the time to logically think about customer needs and develop strategies for satisfying them before customer interactions occur.
- **Problem-solving.** Gathering and analyzing information in order to help resolve a variety of customer concerns or satisfy customer needs.
- **Professionalism.** Projecting a positive personal image through manner of dress, attitude, knowledge and appearance of work area.

By paying close attention to such factors, you position yourself and organization to better establish and maintain a strong customer relationship.

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