**Raving Fan Customer Service Checklist**

Creating a "wow" experience and raving fans involves ensuring every interaction is positive, personalized, and exceeds expectations. How many activities are you able to check off?

**Initial Contact**

1. Prompt Response

* Respond to inquiries within 1 hour during business hours.
* Have an automated, friendly acknowledgment email or message if outside business hours.

2. Friendly Greeting

* Use the customer’s name frequently.
* Thank them for reaching out and express genuine enthusiasm.

3. Understanding Needs

* Ask open-ended questions to fully understand their needs and expectations.
* Listen actively and take notes.

4. Personalized Solutions

* Offer tailored solutions or services based on their needs.
* Provide clear, concise information about how your service can help.

**Service Booking**

5. Easy Scheduling

* Offer flexible scheduling options.
* Send a confirmation email with all relevant details (time, date, service specifics).

6. Pre-Service Information

* Provide helpful pre-service instructions or tips.
* Share what they can expect during the service.

**Service Delivery**

7. Punctuality

* Arrive or be ready on time.
* Communicate any delays proactively and provide a revised ETA.

8. Professional Appearance

* Ensure all staff have a neat and professional appearance.
* Wear branded attire if applicable.

9. Friendly Demeanor

* Greet the customer warmly.
* Maintain a positive, helpful attitude throughout the interaction.

10. Quality of Service

* Deliver the service to the highest standard.
* Pay attention to detail and ensure all tasks are completed thoroughly.

11. Clear Communication

* Explain what you are doing and why, if appropriate.
* Answer any questions the customer has patiently and clearly.

**Post-Service Follow-Up**

12. Immediate Follow-Up

* Thank the customer for their business immediately after the service.
* Send a follow-up email summarizing the service provided.

13. Feedback Request

* Ask for feedback on their experience.
* Provide an easy way for them to share their thoughts (e.g., online survey, email, phone call).

14. Addressing Feedback

* Respond to any feedback received promptly and professionally.
* Offer solutions or corrections if there were any issues.

15. Ongoing Engagement

* Send periodic updates or newsletters with valuable information, offers, or tips related to your service.
* Personalize communication based on their previous interactions and preferences.

**Building Long-Term Relationships**

16. Loyalty Programs

* Offer loyalty programs or incentives for repeat business.
* Inform them about any referral programs you have.

17. Special Occasions

* Remember their special occasions (e.g., birthdays, anniversaries) and send personalized messages or offers.

18. Regular Check-Ins

* Periodically check in with past customers to see if they need additional services.
* Maintain a database of customer preferences and history to personalize these interactions.

19. Community Engagement

* Invite customers to special events, webinars, or community activities you’re involved in.
* Share success stories or testimonials from other customers to build a sense of community.

**Exceeding Expectations**

20. Surprise and Delight

* Occasionally offer unexpected perks or upgrades.
* Send a handwritten thank-you note or a small gift as a token of appreciation.

21. Consistent Excellence

* Regularly review and improve your service processes based on customer feedback.
* Train staff continually to ensure they deliver outstanding service consistently.