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## WAYS TO ENHANCE YOUR CUSTOMER EXPERIENCE



### CHANGE YOUR MINDSET

Stop thinking in terms of customer service. Instead, think in terms of the experience your customer has when they order from you and the value you can provide them.



### INSPIRE OTHERS TO PROMOTE YOUR BUSINESS

In the age of social media, influencers and customers have the power to impact your bottom line. Make sure you're going above and beyond so they leave glowing reviews instead of negative ones.



### VIEW COMPLAINTS AS A GIFT

If a complaint or negative review arises, look at what isn't working for your customers and create some type of policy to make sure that problem doesn't happen again.



### EDUCATE YOUR CUSTOMERS

Inform your customers of new products, tools, events and news that could impact their business and industry. If possible, show them an article or video to back up what you're saying.



### EDUCATE YOURSELF

Read your competition's Yelp reviews. It will give you tremendous insight into how they're providing an experience to their customers and what you can do differently.

