



## INSURANCE MANAGEMENT

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### How to Improve Customer Service: Communication is Key

By John Culotta

Customer retention is often as important as recruitment. According to [Briostack](#), acquiring a new customer is six to seven times more expensive than keeping an existing one, making it a devastating loss when a customer cancels their contract. However, most of the time, when a customer cancels a contract, it has less to do with services rendered. In fact, a canceled contract often has more to do with one of the foundational issues of any business relationship: customer service. Fortunately, transparent and frequent communication can often help with customer satisfaction as well as retention.

#### A Customer- First Mindset

It is important to approach any task or operation with a clear objective in mind. Even before signing a client contract, understanding what both the client and your organization are looking for is paramount. Asking customers about their goals will help put them at ease and showcase that your organization puts their customers first. When your clients feel heard, they are better positioned as a valued partner in the

A vertical advertisement for Brownyard PCOpro Insurance. At the top is a photo of hands forming a heart shape over a construction site. Below the photo is a red banner with the text 'The ♥ of Our Business is YOU' in white. Underneath is a black banner with the text 'Insuring your business is at the heart of ours.' and 'Contact us for a no-obligation quote: 888-609-4378.' At the bottom is the 'BROWNYARD PCOpro' logo and a 'LEARN MORE' button.

business relationship. By starting with customer expectations, negotiations typically progress more smoothly, reducing the likelihood of unanticipated issues throughout the term of the contract.

A detailed line of communication must endure throughout the entire lifecycle of the relationship. When a client sets up a home visit, whether it be a routine check or something more serious, it's a best practice to provide a clear plan of action, including how to communicate any changes. This level of communication sets the work involved for all parties and helps ensure expectations are met.

Communication outside of the appointment is important as well. The close of an appointment provides a valuable opportunity for pest management professionals (PMPs) to gather important feedback from their client regarding both the appointment and customer experience. Similarly, sending out a regular educational newsletter will keep your company's name top of mind while also helping clients prevent potentially damaging issues. This can go a long way in boosting your company's reputation and client satisfaction.



## Overcoming Challenges

Frequent and transparent communication can be a boon to any pest control business. However, getting in touch with clients can sometimes be challenging, so offering options in their communication plan is key. Fortunately, there are many tools a business can employ to ensure every customer receives the experience they want and deserve.

PMPs should try to gather information about how their customers

prefer to communicate, including how often and what type. If the information is not gathered in person, survey collection software can help fill in the blanks. Additionally, customer service software can help organize data once it is captured and provide resources to help organizations build customer platforms to provide a more personalized and efficient experience.

When focused on the day-to-day operations and challenges that come with running a business, the customer experience can become a secondary thought. However, taking small steps to boost the customer experience with clear communication, as well as taking the time to listen to customer feedback, can help both the business' reputation and customer retention. This in turn leads to happier, long-term clients and a healthier bottom line.



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