

Meeting Role Play - How to Improve Communication with Customers

Your company needs to improve relationships and overall communication with its customers. Many of your customers feel as if the company doesn't care about their needs. In this meeting, you are discussing different ways in which you can foster better relationships with customers through better communication. You can imagine that the company is any type of company that you wish.

Agenda:

Introduction and welcoming participants

Summary of current customer complaints about a lack of communication

Personal Communication with Customers

- How often should we reach out to customers personally?
- How should we contact them? Email, phone calls etc.?

Surveys

- Are surveys an effective idea to gather feedback from our customers?
- What kinds of things could we ask in a survey?

Social Media

- Review of our current social media interactions with customers
- Should we be more responsive to customers on social media?
- Which platforms should we use to communicate with customers?

Customer support hotline

- Review of our current customer support
- Should we introduce a 24/7 online chat for customer support?
- Can we use chatbots for customer support?

Loyalty Programs

- Should we offer better rewards for customers who use our products regularly?

Next Steps - Delegating responsibilities moving forward