

DATABASE BY DESIGN, INC.

Deep Data Diving Use information to service your clients.

How do you keep your clients loyal?

One way to keep loyal clients is to offer them helpful, meaningful and timely information as part of your customer service and marketing efforts. It's important to avoid bombarding them with useless information. Instead, by tracking relevant client information, you can spoil your clients with extra service while expending little effort. If you treat them well, they will prefer to buy from you and will refer additional business to you.

Pull-Your-Hair-Out Examples: When Data Isn't Tracked Properly

“Weren't You Paying Attention?”



You service your car regularly at a certain car dealership. This time your car is at the shop to receive a 45,000 mile servicing. The mechanic enters information into his computer about the services provided, along with the car's mileage. Five weeks later, you receive a letter from the dealership, urging you to take your car to their servicing area for the much needed 45,000 mile servicing (the one you just had). You now question the competency of the dealership and

look to do business somewhere else.

“Weren't You Listening?”



You order a fine briefcase on line and are disappointed with its quality upon its receipt. You return it along with a letter expressing the reason for your disappointment. Three weeks later, you receive an e-mail message pointing out the accessories that would look great with the briefcase that you had returned earlier. It's now obvious that you were dealing with the **wrong** kind of company.

Get It Right!

Make your marketing and customer service efforts count. Remember that your existing customers can offer repeat business, which is the cheapest source of sales. When they are preparing to buy, you want them to seek you first.

One way to ensure that your efforts are successful is to collect helpful information about your customers and to use it to benefit them. Protect any information that you have gathered and act according to your privacy policy, of course. Analyze the information that you have about your customers to truly customize your marketing efforts and efficiently create personalized service. Use information to help your customers to clearly define their own needs. Through your efforts, they will see you as a resource and your products or services as solutions to their own self-defined needs.

Beneficial Marketing Example: Servicing Done Right

“Tony, three weeks ago you asked us to upgrade your computer with a new hard drive to increase your computer’s capacity. While you were here, we noticed that other components of your computer were insufficient to properly run most software. After raising this issue, you mentioned that you were waiting for component prices to drop.

We recently received a shipment of quality computer components that match your needs. The parts were purchased at a special low price, which we can pass on to you. We would be happy to install them on your computer to upgrade it to a fully satisfactory level. Please call me at (503) 555-5555 to discuss this further, or to set an appointment for servicing”



Making It Happen

To make your marketing and customer service efforts effective, you need a system in place that will enable you to easily and efficiently collect information. We call this “**Deep Data Diving**”. In order to dive into your data, you will need to:

- ✓ Collect information that means the most to your business **and** to your customer. Information such as tracking returns, client preferences, marketing demographics, and buying habits can be very helpful.
- ✓ Value the things that you know about your customers and their buying habits by protecting the data. Diligently follow your privacy policy.
- ✓ Automate the collection and organization of the information so that it fits easily with the way that you normally conduct your business activities.
- ✓ Make sure your system can retrieve all information quickly and easily. Timeliness helps you stay ahead of your competition.
- ✓ Connect all pieces of information to each other so that the information becomes more meaningful. This is best handled by a relational database. (See our newsletter from June, 2002 for more about this kind of database. Located at the following address: http://www.mycustomdatabase.com/newsletter_archives/Newsletter_0206.pdf)
- ✓ Use this information to help your clients. Become a resource for them.



At Database by Design, we create software that helps you stay in touch with your customers. We can help you automate your information tracking by making a custom software solution, or by connecting your existing systems. We want you to be successful with your customers, so consider us your resource for simplifying your marketing activities.

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Next Month’s Topic: Growth Happens - Things to consider when moving from a single user to a multi user system.