**Create a Winning Customer Experience**

All right, I will kick us off. Welcome everyone and thank you so much for coming. I am really excited to talk to you today about one of my favorite topics, customer experience. First I will do a quick introduction. I am Nina Hoy, a senior at Deluxe Corporation . I could spend my day working with various teams across my organization to really ensure that all of our customers engages with content, whether email or a website, a blog post, that we are creating the best experience we can for them. And that it's a cohesive experience all the way throughout their journey with us.

To kick things off I will dive into a definition of what is customer experience. How we are approaching it today. Customer experience is the sum totality of how customers engage with your business and your brand. This isn't just a snapshot in time but throughout the entire duration of their relationship with your brand. And yes that means not just the face-to-face opportunities . Online opportunities, when you have them on the phone, each and every touch point including opportunities where you are not even directly involved. This can be hearing things from their friends or family about their experiences with your brand. Or your business. And as much as we think we don't have control over a lot of those things, I am here to tell you to do. You might not think you do that you have an opportunity to create a very deliberate, consistent experience across each and every single one of your touch points. Even when you as a business owner, or if they're not even in your storefront, are involved. All of your marketing, can be an extension of you and your brand, including your website, your social media effort, postcards, mailings, any sort of touch point you have with the consumer is an extension of your brand. And they are building thoughts and opinions based off of those experiences, as well as their in-store experiences as well. One thing to really keep in mind is that while good experiences tallied up over time can create a good story, all it takes is one bad experience to be very memorable. What I will walk through with you today are ways to really keep, keeping things in mind that you have control over, to be a little bit more deliberate in the experience you are providing to your customers.

So how can we do that? We will get started by asking a few questions. Some of these questions that I am going to go through you don't have to have the answer right away. This can take time. I really urge you to sit down with the key people who are involved in your business, and really take a hard look at making sure you have answered these to the best of your ability. I will be proposing a question, and I will also be following up with some real-life answers that were provided by a small tattoo shop that we worked with in Indiana. Called filament tattoo, our first business revolution at the Lex. All of these -- at Deluxe Corporation. All of these will come to a point that help us guide principles to use to direct your customer experience .

Let's dive in. Your first question is what are your business goals? When we think about this it is really where you want your business to be in 3 to 5 years and this is really a chance for you to be specific. Really think about what success looks like for your business and write it down. This doesn't have to be one thing, it can be a couple of things as well.

For filament tattoo company, their small business identify they really wanted to be the best tattoo shop between Fort Wayne and Indianapolis. They are in a smaller town, located directly between those two. They really wanted to be a destination event tattoo shop as well. They really wanted to attract people to more than just their local [indiscernible]. I know a more specific goal was doing 44 tattoos purr week. And a great when they had set in mind is they wanted to have fun. So all of these are great ideas for you to start thinking about for your business goals. It is really all about what you think success in your business looks like. And that can be, if you run a daycare taking sure you're at full capacity. Or if you are, your business is focused on organization is seeking donations that can be increasing donations by a certain percentage. Or even increasing the number of people contributing to your organization.

The next question is really asking yourself who are your customers? This is a really good exercise for you, you should be putting your customers into equally identifiable groups, or segments. This is an opportunity to really be realistic think about who your customers are today, and how you can start bucketing them into groups. And not only should you be thinking about things like demographics, age and occupation, what stage in life they are, but really also dig a little deeper about what to these groups of customers care about and what is important to them. As it relates to your business. How can you group people together who have a similar need, or a thing that's really important that they care about, that makes them a self identified group? That you can start thinking about strategically. For filament, they identified three different types of customer groupings or segments that are really prominent in their business and important to their business. The first is to first timers, tattoo people and then cover-up customers. For some it's the first time they're getting a tattoo and they don't know how to navigate the waters, but what's important to that group of people is they really want to feel welcome. They really are looking for a true artist to do this work as well. Because this, it's their one chance at getting a great tattoo and they wanted to be something they are excited to look at the rest of their life. When it comes to tattoo people, these people really care about the artistry. This is such an art form and a huge part of them representing themselves as individuals did they really want to see, it's important for them to see the example of previous work so they know what they are signing up for. And the third group is cover-up customers. These people are looking to cover up something they are not really excited about having. A tattoo that they weren't sure what they were thinking at the time. What they are really curious about is seeing examples of specialty. They really want to know that there cover-up will not be just as bad as their original tattoo was going to be. And some other things that Filament Tattoo Co. want to focus on is that they identified these other things their customers all seem to really care about. And that was wanting to feel unique. Each tattoo has a story and a memory associated with it. They really want that experience to feel unique. The other thing is they want, customers want to feel safe. They want to feel like they are in a clean, sterile environment, and they can feel safe with that experience. They also wanted to be an experience they will remember. Again these have memories and important stories associated with a lot of these tattoos did they want to remember that experience. And money is also something that comes up when you talk to almost any of their customers interested in getting a tattoo. This is something they wanted to keep at the forefront of their mind as they think about their customers turning.

-- Journey.

Next we will talk about really thinking about whether your customer needs or wants the product or service that you are offering. Is it more of a luxury. If they do need it do they really only needed at certain times in their life? Maybe only at certain times of the year with seasonality. Things like that. You should again be realistic and focus on the majority of your customers. Do they consider this a need or is it more of a luxury or want. What this boils down to is whether you have to wind up convincing the customer they need your product or service. Or if they do need it, if you have to convince them you are the one they should choose for that particular product or service.

Let's get into the example. So Filament Tattoo Co. , they identified with their first timers, this is really a luxury. People might already know they want it so you don't have to sell it is hard as other products or service. But it is definitely not something that is a dire need for this group. The tattoo people on the other hand, they are more addict did. More addicted. They don't need it but they think they need it. That also on the other hand means it can be expensive as well.

Now when it comes to the cover-up customers that we were talking about. This is more of a nice to have kind of service. They have been dealing with that tattoo ever since they had it. They could just continue dealing with it, but having it covered up with something nicer would probably be nicer to have.

And then one of the other questions I urge you to think about is what is your value proposition? Your key differentiators? This is really getting at this question of what does your business or organization have, or do, that really separates you from your competition? This should really answer the customer's question of why should I buy something or work with you, or donate to your organization. This is something that really only you can offer to your customers. And what is important to think about here, that you really should do a thorough competitive analysis. Going back to the Filament Tattoo Co. example, even though they are in a smaller tile tile a smaller town, they still attract people from Indianapolis to Fort Wayne. That was important because that widened the competitive set. They're not only looking at other local tattoo shops within close radius to them, but they were also looking at those bigger city tattoo shops, as competitors as well. They had to think about how they could really differentiate from those groups as well. Really hone in here on what your customers have to say about you. How do you think about how you know when you've done a good job. And these are really important things to think about, because you can't be everything to everyone. Really finding those things that make you different and standing up for those things, showing off those things, will really draw in the right type of customer you are trying to attract.

So far Filament Tattoo Co. , they came up with these four things within their value proposition. Another important thing to note about value proposition, it might not be just one thing you offer and you are the only one to offer the one thing, but it could be a combination of the various elements that kind of make you unique in the sense that you have all of these items at your disposal. For Filament Tattoo Co., the value proposition really honed in on the fact that their artist really do care. This isn't just a sale, they put a lot of pride into the work they do. They understand how important a pet to a tattoo is to people and they want to deliver on that. They are conscientious. One of the value propositions is that they specialized in coverups. They make them look greater so you will be happy with the result. They also offer a very clean, almost salon like feeling. That they can deliver and they want people, one of the best parts about their experience of getting a tattoo in their shop is

The next question is, what is the personality of your business? This is really getting you to think about how do you want to be some perceived to be perceived? What types of words do you want your customers to leave with to describe you to other people? This is where you can be inspirational, think about what type of personality you want to be for your customers. This is really important, because this will help you make deliberate decisions about what type of impression you want to offer on your customers.

So far Filament Tattoo Co., they really focused in on being fun and creative , professional yet personable, and also trustworthy. These were the things that were very important to them. These are the things they really wanted to emulate and make sure their customers were hearing throughout their journey.

All right. One of the other questions is what you want your customers to really feel and think? When those customers are interacting with you, what creates, what are you hoping they feel or they are thinking cut during that experience and before and after. Anytime they interact with you, not just in the storefront, but what are you hoping they are thinking and feeling about you? This is a great opportunity to not only consider how you want them to think and feel, but also take a look from their perspective also. How do they want to feel as they are going through that experience, or going through this journey with your organization or company. Based on what products and services you are offering them.

So far Filament Tattoo Co., they really landed on these five things they wanted people to feel and think. They wanted people to say wow! I feel welcome here, I feel like I'm home. They want people to feel that they are getting an awesome tattoo. They want them to be confident in the purchase they are making. And here we come again back to the feeling of safety. That seems to be a theme for Filament Tattoo Co. and they want their customers to feel safe and think they are safe. They also want them to want to come back. They want to offer a good experience so they can potentially turn the first-timers into those tattoo people. They also want people to really feel that they are artist and that Filament Tattoo Co. generally cares about the tattoo and the experience they are getting a business.

Now that I have made you think about a ton of different questions about your business, now it is time to really start to think about all of the answers you have provided to these questions. And we are going to take all of those answers, and you should hang them up on a wall. Let them soak in, let yourself breathe in those answers for a while. After some time I really challenge you to find a way to summarize it and boil it down, into just three things. And these three things should be used as your guide, your guiding principles. It will help you be more intentional about the decisions you make, and the experiences you create for your customers. And these will help guide you and help you tell the story that you want to tell. These three things should be continuously communicated, because they resonate with your customers. And their needs. And they really communicate who you are as a business. Why you are different and what you have to offer them.

I say that you should consider all of your answers. But for here, just to get a starting point, we look at the two most important questions as who are your customers, and what are your key differentiators. Again not just who your customers are, but what is important to them, what motivates them about their decision they are making a run your business. And I would take these and put them on the wall again, make them your business inspiration for creating these principles. But it is also important that you make sure these principles align with your other answers , about your personality and how you want your customers to think and feel. I will get into that in a little bit as well. But to help guide that, we will look at what Filament Tattoo Co. came up with. Filament Tattoo Co. outlined , again here the customer wants. In the value propositions. They took all of these things to come up with three guiding principles. There guiding principles are we care, it's about relationships. The second one is we have legit, real artist. And they have a really clean salon like feeling. Through all of the things that Filament Tattoo Co. does, they come back to these guiding principles and almost use them almost as a litmus test, to make sure that the messages they are sending out through their marketing or communications, what they are putting on their website, all letter up to these guiding principles. I think it's important to also callout that these do, even though we looked at the customer wants and value propositions, that we are really, guiding principles really do fall back on those other brand personality questions and how you want your questions to think and feel. So when they're talking about having that showing they care, that it's about relationships, that goes back to the feeling and thinking of they generally care. -- Genuinely care. It goes back to the personality trait they were aspiring to reach. We have legit artist, really goes into the feeling and thinking that they had people thinking I will get an awesome tattoo. Having a real artist will definitely help them achieve that and help the customers think and feel that it for the clean salon, that approach they had for the actual storefront, this lead to being trustworthy as a brand. And also the I feel safe and I feel welcome here, that they wanted their customers to think and feel.

So you have your guiding principles, but what can you do with them? How should you be thinking about this right? When it comes to the guiding principles, these aren't necessarily messages that you're trying to get. They are really thinking of them more as a litmus test for your marketing. Every webpage, every Facebook post, every postcard you send, whatever your business or organization chooses to do. How do those efforts and the tone and voice, the images you choose, all letter up and support those guiding principles. Those are the things you are trying to showcase to your customers. Things that are really important that you want told. How can you show that?

So far the example here, I have pulled up a snapshot of Filament Tattoo Co.'s

 home page, of the website. Through some of these items you can see how they are bringing the guiding principles to life. Again the number one, we care, is about relationships. It is really leaning into that headline of the website. Ink with heart and soul. It shows they care a little bit more about the work they are doing. The second one, we have legit, real artist. On the home page of their website, you can actually see their artist, you can meet them and learn more about them. Each of them has their own profile where they can showcase their work. Showcasing that they really are true artist in what they are doing. And the number three, really showing the clean, salon like field. Not only do they have a photo of their actual shop, where the tattoos are being done on their website, which shows the clean salon like feeling. But they also chose to use an image, very subtle, but an image of someone wearing a glove, taking the extra safety and clean precautions, to really amp up that feeling in the main image on their website. Or someone is actually giving a tattoo.

So now that we have gone through a lot of these, now that you have identified your guiding principles, I also wanted to take some time to look at a few questions. I would also consider asking yourself and your business, if you are creating your website. Your website is such an important part of your customers experience. It is one of the things that you have the most control over. I wanted to go through a couple of quick ideas for things you should consider. Here's where we go into the journey.

When it comes to your website, your website being used as a heavy consideration tool, when someone is thinking about whether they want to come to our business or use your business. Right. One of the things I really urge you to think about is what are your customers doing before they come and interact with you. What are they doing before they come into your storefront, or before you they call you did before the first touch point, put yourself in the customer's shoes and think about, what information do I need to gather. What steps are they taking. And how are they thinking and feeling throughout that experience.

So before they are interacting, how are they finding you. Are they perusing restaurants near you that specialize in Italian food? Are they researching a specific product or service based on the need that they have? Maybe they are reading reviews are weighing options to think about all of the different things your customer is doing before they interact with you, to identify some opportunities. And another thing to think about is what are they doing after they interact with you. Yes Filament Tattoo Co. , once they get the tattoo they could be done, or they could become tattoo people. And you want to make sure you are providing them the services and help that they need after that experience, to make sure they come back. That could be anything like how are they using the product or service. Telling their friends and family about their experiences with you. And then how can you use this, or if they made a donation, how can I use this specific example, if someone made a donation how can I use this to help me with my taxes. Really thinking about how you can support people through those experiences, even after they have interacted with you or your business and been in your storefront or organization.

 So far Filament Tattoo Co. , they learned beforehand people were really scouring the Internet for ideas. They're about to put something on their body permanently, so they want to make sure they are confident in the decision they are making. So we are looking at a lot of different ideas. They are also searching for somewhere to get a tattoo. To keep in mind . And one of the other things that is important, before they interact with Filament Tattoo Co., these people know they want a tattoo. So Filament Tattoo Co. now has that , they know they don't need to sell them on getting a tattoo, they need to sell them on why the Filament Tattoo Co. experience is the one they want to get there tattoo. And afterwards, a lot of people love to take pictures and show people their tattoos. They are excited about the work that has happened did they also have questions about how to care for their tattoo. Yes, people probably get instructions when they leave, but if they forget or have specific questions, that were not addressed, they may be wanting help with things that come up. Hopefully their planning for their next tattoo as well. To becoming tattoo people.

The next thing I urge you to think about are really honing in on what are your most frequently asked questions. This is a very important Pete's the best piece of customer experience. The easier you make it -- an important piece of customer experience and the easier you make it to answer the question the better off you will be, and the better experience your customers will have. I encourage you to keep a running list of questions by the phone that you answer for your business. What are they calling about? What burning question do they have before they come in the door? Compile a list of questions that you have received through your social media channels. Ask employees what they are hearing, and also keep in mind what you get asked in the store as well. What other things you can do is create an epic page on your website. An FAQ page. Don't just list all of the questions, that if you have a different -- a decent amount of questions, think about breaking those into, into different categories or topics. So they are easier to scan and people can self identify what they are looking for.

So far Filament Tattoo Co. , some of the frequently asked questions is how do you charge for a tattoo? They also wanted to know which of your artist is best at&? Like who really specialized in floral, or tattoo sleeves, or coverups. Making that information known and prominent on the website would be valuable.

Why do I have to make an appointment just to talk about my tattoo? And other people just have questions that they want to know if you can do it. Trying to find ways to answer these questions, in as easy a way as possible, for your customers to get those answers the better off you will be.

And one other thing I really urge you to think about is what is the job of your website? This answer is different for everyone. Based on your business and the role your website placing your business. So what do you need your website to do for you? What are you hoping people do when they visit? Really focusing in on one thing and having one goal for your website, being able to track and measure that, will be away for you to see how you are owning up to the customer journey. And making it more easy for customers to do what you want them to do. So if you want people to fill out a form to request information, or schedule an appointment, or even make a purchase if you have an e-commerce option. Think about how you can make it easier for that action to occur. How can you make it more prominent and easier for the customer to take that action when they are ready.

And this is also something you can approach for all your marketing tactics, pick one goal you are trying to achieve and then really framed that marketing tactic in a way that accomplishes, that you think will accomplish that goal.

My last question for things to consider as you are working on your website is, how would you measure success? Again go back to the goal that you identified for your website, and find out how you can measure it. Whether you are using Google analytics, or if you really want people to call into your business, and you just have an opportunity for them, when people call and say how did you hear about us. Someone if they say your website, you can keep track of the progress on those. But if you're really looking, one of the examples, if you're looking for people to fill out a form or schedule an appointment, take a look at that raw number and how many of those actions are happening on your website, during a specific point in time. Not just the number of them but also compare the number to the total number of people visiting your website. See how that compares over time as well, to see if you're making progress or if you're actually making it difficult come more difficult for people to complete the task you are hoping they will complete.

And that concludes our webinar into customer experience today. I hope you found it helpful and valuable. I will turn it over for questions.

Nina, thank you so much. We will now move into the Q&A portion of our webinar. I will be reading the chat questions that the participants have been sending in. Please continue submitting your questions by using the chat function located on the left-hand side of your screen. In the time remaining we will address as many as we can. Please note if we don't have time to get to your question during the segment, I encourage you to connect with a score mentor after today's webinar. Mentors are available online, or in a chapter near you, and can help you apply the strategies that have been presented on today. With that let's go ahead and jump into the questions.

Nina, the first question is from Carolyn. Carolyn says that she has a service for small businesses, that they need, but they don't necessarily know that they need it. Or maybe don't understand the return of investment on the purchase. Do you have any recommendations for folks in this particular situation?

Yes. This is often times the case, especially when it comes to services, especially that are helpful but they might not necessarily, they might not think they need it. But what would really be helpful and a lot of my answers, especially as a content strategist, someone who values a cool customer experience, I would take a look at your businesses you are trying to serve. Again go back to the exercise where you can group your businesses by some unique, by the needs they have. I would say look at those businesses and think about how they would utilize the service that you are offering. And what the benefit is to them. And really, instead of approaching it from here is the service I offer, really come forward with the solution you are providing. What value it can provide the businesses. And really come at it from what their need really is, even if they don't know yet.

Okay, the next question, actually came from several different people around this topic. What would you say is the best way to get feedback from your customers. How do you identify their needs in the best way. Do you recommend using any third-party companies?

Yes. One of the best ways is to ask them. Especially if you have an actual storefront where you get to engage with the customers. You have such a great opportunity every time someone walks through the door. I know you don't want to be pushy. But you also have a really great opportunity to ask them what brought them in that day. What were they hoping to accomplish, things like that. There is also a really good, if there's not any third-party studies that have been done, there is some really, if you have ways of emailing your customers, collecting emails is a great way to also reach out to your customers. Asking them if they would be willing to participate in a survey. Survey monkey I know is a great tool that's free, that can be used to pulling users. Pulling users. And then asking the questions you really care about getting the answers to.

The next question is from Beth. She is a personal stylist. She is trying to determine if she should post her rates on her website, or just quote on a person-to-person basis. What is your opinion of this?

That is a great question Beth. I know sometimes posting rates on your website can feel a little bit scary. But also, going back to your customers, if cost is something that's very important to your customers, then not having your cost addressed on the website might actually be hurting you instead. I know with Filament Tattoo Co. , the price can be harder for them to address. But without having any information on the website, you also have to wonder how many people they were losing by not including any pricing information. Even if it's more a person by person basis, often airing ranges or sample pricing for the services you are providing, might be a helpful place to start. Again, this also comes into website measurement and tracking. If you have the ability of even running some analytics on your website, and you wind up posting the price that you are offering, watch how the performance of that webpage turns out. If people are leaving your website or exiting your site as soon as they see the price, maybe that could be something you should consider removing are talking about in a different way.

All right, the next question is from Peter. If you already have a good Google website and a strong Facebook page, do you really need a separate webpage?

A separate webpage? A good Google website. Having a website for your business and allowing people to really experience your brand, and what you are going to offer before they even set foot in your storefront, is very valuable. It can set them up for what they should expect. And can also really help you get them some answers that they need before they make a decision whether or not they want to visit you. I think having a website is very important.

All right, the next question is from Jacqueline. She finds placing items on her site can be a tedious and daunting task. How much content and product information would you say proves to be the most effective?

That is a great question. As a content strategist that is something I even grapple with every day. Really trying to find out how much information is too much. A lot of studies have come out recently that have shown that the human attention span has really shrunk, down and down over time. So now the attention spans are very narrow. One of the things that's very interesting is if people are looking at important purchases, they will only make once or twice, then people will do more research. Also go back to your customers. Find out how much information they need in order to make a decision, and see how you can position those really important aspects of a product or service that you are trying to showcase, right up top. And include those other details that aren't as important, further down for people that are digging for that information . it will help you prioritize the order in which you display everything.

Okay. Nina next question from Mary. She says their location is in a very popular area. She wants to know if you have any suggestion on attracting more walk-in appointments.

Absolutely. I would think about, if you are getting a lot of foot traffic in your area, that is great. Half the battle is done. I would really urge you to think about what can you be doing to draw more attention to your storefront. Even making sure that people know that walk-ins are available. They might be walking by and not even know that is an option. How can you put that message out in front of those people through signage, or some sort of signage outside that will draw people in. To let them know that they have those opportunities.

The next question from Susan. Susan would like to know what you feel would be the best way or what is the best way to validate that you successfully captured the tone of your target customer?

Another great question. I really strongly urge you to lean in on, if you have any family members or friends who are very honest with you, I think they are a great place to start bouncing ideas off of. Give them an idea of who your target customers are, and what you are trying to offer them. And asked their opinion on something. See if the postcard you have created, or some new website copy you have written, is addressing that need. The other way is if it's on a website itself, you can compare, once you have made the change, you can track if you are using some sort of web analytics tool, looking at how long people are spending with the new content, compared to the old content, can be a way to see if you're getting it the right people. Another great way is again, if you can survey some of your customers by capturing some emails and asking if they would be willing to participate in some of these things with you, showing them some different options and making sure that they are resonating with what you have created.

All right, a question from Jill. Jill's business is durable medical equipment. It's not necessarily an item that people want, it's more of an item they need. Do you have any suggestions on how to handle the customer experience with something like this?

Yes. Durable medical equipment. I think this is a really good opportunity to do some customer journey mapping, that point where we started talking about websites where we were talking about what is happening in these customers lives before they are reaching out to your organization. So how are people, if they have definitely experienced something that requires them to have a need for the products you are providing them. I think really looking at what those needs are, and I think one thing I didn't address within the webinar itself, also looking at what pain points people have before they make those kinds of purchases. And what are some frustrations that they have with the process. Really looking at how you can address that. And then position your product as a great solution to what they are going through.

All right, the next question is from Beverly. She is trying to create a community with her clients. How would you recommend doing this?

Yes. This is such a great idea. Especially with the world we are living in right now with social media, people wanting to feel more connected. And the importance of word-of-mouth and how people are talking about your business with other people. Fostering a great community where people can engage and interact, definitely a cool idea and a way to keep your customers more involved in your business. I would say it depends on who your target customers are and where they are spending a lot of their time. If you are looking at doing in-person events, making sure it is worth them coming out, that you're putting on great events they can bring friends to and really connect with your product or service. And another great way, if they spend a lot of time online, or on social media groups, how you can leverage those channels where they are spending a lot of their time. And almost use those groups as personal communities where people can share recommendations or maybe if you're a boutique and you have a set group of fashionistas and they want to share the outfits they are wearing that day. How they are styling things. Creating a group or an area where they can all share those experiences is a really great idea.

Okay Nina. The next question is from Aaron. At what point do you think it's important to go from an in-home shop to a storefront? Other than the financial aspect.

So the financial aspect is definitely the business biggest piece. I will approach this from a customer experience perspective. Again, I definitely strongly recommend you consider the financial aspects of that decision. But I would consider, like have someone you trust maybe walk through the experience of your in-home shop. And talk about how they are thinking, how they are feeling, about that experience. One of the other things to think about, again going back to the journey mapping, what were people thinking before they got to, what kind of things did they interact with before they got to your in-home store. Were you setting them up, setting expectations appropriately . I think you can have a successful in-home experience if you are setting them up for that experience from the get-go that if they were not expecting it and it takes them off guard, you could be spiraling down a negative experience. But one of the things you can really think about are looking at, having someone go through your in-home store and talking about the differences they feel when they shop at your in-home store, versus brick-and-mortar locations. And really talking about how that experience is different. And I would look at those answers and go back to really, the answers you provided for the questions about how you want your customers to think and feel. And what brand personality you are trying to achieve. If you can't make those things happen within your store, in-home store, it might be worth considering a more storefront, brick-and-mortar experience, if you have the financial capability to do so.

Okay, question from Michael. Can you recommend any programs that focus on increasing employee customer service skills.

This is a really great question. I am unfortunately not aware of any. I wonder if we could try to get some input from some other folks I work with in that area. That might be able to help.

Great. Sounds good. We can follow up on that.

One thing I will say Michael. I think that the answer, what we have walked through, and the guiding principles are really important things for business owners to go through with their customer service representatives. The people really working in the customer service area. They are the ones who are really driving that customer experience. And with every phone call that they take, every question they handle, they should really, they are the ones who are really bringing those guiding principles to life. Finding a way to make sure those people are understanding and ingrained in those principles, the better off you'll be.

Next question is from Jacqueline. When creating a website, is it best to have a website builder create this for you?

That depends on how much information you are going to be putting on your website. And if you feel confident enough in being able to put out a product that will help your customers take the steps you want them to take. There are lots of website providers out there. They are very DIY, you can create your own pages. Really think about how you can put everything together on your own. Or there are companies that offer more do it for me services that guide you. I would say go back through the webinar and think about the questions that I posed in the website section. And let that be a guiding point to help you determine what type of, like how many pages you think your website will need to be. I would consider and weigh your financial options as well, because it can be a bit of an investment to have someone else work on the website for you. But if it is something you think will be hugely impactful for your business, it could be worth the investment.

Okay. The next question, the business is a personal-finance educational service. I want to know if you can provide tips for creating a successful customer experience with teenage customers.

Yes. This is a really interesting one. As were starting to look at it. First it was about millennial's and how to talk to millennial's. Now we have this other generation on the heels that we are trying to figure out what resonates with them. Fortunately a lot of, there is public access to a lot of different studies that have been done about generation C. -- Z and what passions they have. Hopefully that relates to a lot of the education/financing business you are speaking about. I would really try to put yourself in the shoes of that consumer, and think about what are they thinking about. Especially saving for education might not be the top of mind for them. But what kind of things are they thinking about. What larger goals do they have in trying to fit your offering or service, within that mindset. Using terminology that isn't scary to them is also important. As a content strategist I have spent a lot of time even debating what words I should be using. Because certain words have different meanings and implications. Really making sure you are presenting the information in a way that is engaging to your consumer. And also provides value. You're really talking at their level, that's really important.

The next question is from Dorothy. Is it okay to have several Facebook pages? Northey owns a recycle, sport equipment, operation.

This is another great question. I would say it is okay to have multiple Facebook pages for your businesses. As long as you have the content to support it. Facebook keeps changing and it evolves over time so that it can be challenging. One of the worst things you can do is have people find you on a social media platform, and then have nothing to provide them. If they are saying you are not posting, or only posting once a month or something, then it could be detrimental if someone does find your page. But if you are able to keep up and keep posting things that are engaging and relevant to your audience, then a case could be made for multiple.

All right, next question from Michael. Do you recommend having a call to action on the company website? And what type of content do you use for this purpose.

The companies I have worked for, a call to action button has been very utilized. And they have proven to be much more helpful. They definitely are a good asset to have on your website. I also think it depends on the business. And what action you are wanting them to take. If the call to action is for them to call you, then I think it's more valuable to just have your phone number in a very prominent, large location, of your website. Because if it's not an action that they can take within the website, having a call to action button won't be a successful. If you are just wanting them to call you, I would say putting your phone number in a text that can be linked so if people are on their mobile device they can simply push the number and have that call you directly. However, if you are looking for people to fill out a form to request information, I definitely recommend having a call to action button. Our brains as consumers work in funny ways, where we will, we are really looking for shortcuts. [indiscernible] come into play where now we are almost scanning for buttons like that on a website. They do get utilized pretty heavily.

Okay Nina, we have time for one more question. How do you deal with customers who do not feel fully satisfied with your service?

These people are very valuable. As a business, take the opportunity to talk to them. Really understand what made them feel like that, and see if there is a trigger point that you can identify with. And see how you as a business can address it. It is never fun to have consumers have negative experiences. We hope having guiding principles in place will not have that happen. Sometimes things just happen. The best you can do is acknowledge that that happened. And really take every opportunity you can to learn more about that issue they had. See what you can do to solve it. Not only for that customer, but how can you make sure that it doesn't happen again for future customers.

Okay. Those are all the questions we have time for today. If we did not have a chance to address your question, we encourage you to connect with the score SCORE mentor today. You can access mentors online , or at a chapter near you. I will post a link in just a second. If you are interested in becoming a SCORE mentor, you can get information and apply online. Here is the link for you guys to follow for more information.

As a reminder, the link to the recording of this session and the presentation slide deck will be sent in a postevent email. We are going to send that out and just a little while later today. On behalf of SCORE and Deluxe Corporation , I would like to thank you all so much for taking the time out of your day today, and attending this session. I would like to give a very big thank you to Nina Hoy

 for presenting with us today. Nina, thank you so much.

Thank you so much for having me, it was really great.

Our pleasure. Thank you so much again everyone and take care.

[Event concluded]