

Customer Care

Effective Customer Care Strategies: To develop meaningful connections with customers, use a mix of communication channels, including emails, phone calls, text messages, social media interactions, and even traditional postal mail. This variety ensures a more personalized interaction, and feels more “human”. Always pay attention to customers' preferred communication methods, customizing your approach to suit their needs.

Remember, it's not always feasible to use every communication channel at once. If you're unable to schedule emails and texts, start with a manageable approach. Even small efforts can make a significant difference. Begin with basic interactions such as a 'Thank You' text, a 'Welcome' email, and a regular monthly 'Newsletter'. These are simple yet effective ways to maintain engagement.

For optimal customer care, aim for the **New Customer and Exiting Customer Flows**, which are ideal models for maintaining consistent communication. Additionally, personalized recommendations and event invitations in your interactions not only enhances engagement but can also significantly boost sales. The key is to start simple, build a rhythm that suits your style, and gradually expand your communication strategy.

New Customer Flow:

- **Welcome Email:** Right after they make their first purchase, send an email. Thank them, introduce your business, and outline what they can expect from you going forward.
- **Thank You Card:** I send these out weekly or bi-weekly. They're ready to go; just add a stamp, drop them in the mailbox, and each includes a fizz stick.
- **Product Education Series:** A few days post-purchase, start emailing them about how to use the products they purchased and its benefits.
- **Feedback Request:** Two weeks in, ask for their thoughts on the product. It's a way to show we value their input and are always looking to improve.
- **Invitation to Our Blog or Social Media:** Get them involved in your online community if you have one, and if they are not already in it, Healthy Living Simplified.
- **Refills and ReplenishMe:** Keep tabs on when they might need more product and be sure to reach out in enough time so they don't run out. Let them know about our ReplenishMe program and its perks.
- **Business Opportunity Introduction:** Once there's trust, talk about the Arbonne business opportunity. Share your story and what makes being part of Arbonne special.

Existing Client Flow:

- **Monthly Wellness Newsletter:** Send this out early each month with wellness tips, the events smore, the preferred client products and promotions smore, and a favorite recipe if you have one. The smore newsletters are in the "This Month" section of the Consultant Vault.

- **Invitation to Events:** Bring them to our educational and empowering events. Personal invitations mean a lot, so maybe drop them a text about a specific event you think they would benefit from rather than counting on them looking at the events Smore.
- **Referral Program Announcement:** Ask for referrals. Right now we make up our own referral program. I give small product gifts for referrals or larger gifts for groups of referrals. You can adjust this to what works for you. Arbonne will soon have a referral program, but why wait to grow your business?
- **Product Recommendations:** Tailor suggestions based on their history and feedback. Start this about a month after their first purchase.
- **Business Opportunity:** Every so often, float the idea of them exploring the business side of Arbonne. Keep it casual but clear.

Make it engaging, personal, and all about building lasting relationships with our customers.