

EPISODE 191

WHY CUSTOMER SERVICE IS VITAL FOR YOUR BRAND'S PERCEPTION

SYSB PODCAST WITH

RENIA ORR



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In a recent podcast episode, host Jillian Flodstrom interviewed Renia Orr, an international business strategist, transformational coach, and founder of LDV Elite. The episode focused on the importance of customer service in building a successful brand, and Orr shared her insights on how small businesses can implement the same strategies used by global luxury brands to create loyal customers.

Jillian kicked off the discussion by noting that customer service is often overlooked in small businesses, even though it plays a huge role in shaping a company's reputation and customer journey. Orr agreed, pointing out that each client experience is a reflection of a company's internal culture, values, vision, and mission. She emphasized that customer service is a key part of a brand's perception, and that every client interaction is a reflection of a brand, which can either attract or repel customers.

Drawing on her two decades of experience working with luxury brands, Renia shared simple strategies that small businesses can use to build client loyalty, connections, and trust, which can lead to long-term relationships and increased revenue. She highlighted the importance of making clients feel special and appreciated during and after transactions, and emphasized that bad customer service can be a brand killer, leading to lost referrals, opportunities, and sales.

Orr also discussed some common customer service issues that small businesses face, including a lack of investment in training employees on products and services and not aligning brand image with the customer service experience. She stressed the importance of training employees to be brand ambassadors who represent a company's values and products, and creating protocols for client interactions.

Overall, the episode was a valuable resource for small business owners looking to improve their customer service and build a strong brand. Orr's insights and strategies are applicable to businesses of all sizes and industries, and emphasize the importance of investing in customer service to create loyal, satisfied customers who keep coming back again and again.

KEY TAKEAWAYS



- ✓ **Customer service is a crucial part of any business** and can often be overlooked in the hustle and bustle of running a company.
- ✓ The **client experience** is a reflection of a company's internal **culture, values, vision, and mission**.
- ✓ Customer service is a significant part of a **brand's perception and how clients see the brand**.
- ✓ Each **client interaction** is a reflection of a company's brand, and can make or break a **client's decision to invest in the brand**.
- ✓ Building client **loyalty, connections, and trust** is crucial for long-term relationships and revenue.
- ✓ **Bad customer service** can be a **brand killer**, and it's essential to view it as a valuable part of building a brand's presence.
- ✓ **Investing in knowledge and training** for team members on products and services is crucial for providing **excellent customer service**.
- ✓ **Creating protocols** for client interaction is an effective way to ensure that the **brand message and image align** with the customer service experience that clients receive.

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