NIKHIL SETHI - LinkedIn Content Calendar

(8 posts - February 2020)

#1 Introduction Post (personal)
- Who am I? Where am I based?
- What do I do? [link to customer service, hospitality industry]
- Why is CS/CX relevant? How I intend to do that?
- CTA: Ask people about their experiences, views. Get an idea about what people know about CX.

#2 Introduction to Customer Service
- Why CS is not just limited to hotels?
- What is CS actually? Where encountered?
- CTA: Ask people what brands do they find the 'most customer-friendly' and why?

#3 Customer service (CS) + hospitality (H) = Customer experience (CX)
- Talk about the emotional aspect - why experience matters?
- CS is not just a job, but an actual effort to provide the best - resulting in the best CX
- Top-notch service -- getting personal - show that you care
- Touch hearts - make an impact - leave an imprint forever
- No CTA

#4 What is making you lose your clients? (Example of customer service [your ICICI experience] - won't name the bank!)
- "So, the other day I went to my bank for some work,---" [and the rest of the story]
- Real-life example about your experience [what you had sent me on voice note]
- Link to the importance of CX in any industry
- CTA: Ask about reader's experiences at banks - any problems faced? How tackled?

#5 Running a business? Everything boils down to CX.
- CX forms the core of any biz
- A business exists to sell its services or products. There are people who buy them - so, in a way, it's because of those people that the business runs.
- So, people matter. Their choices matter. Thus, giving the best experience is the only thing that biz should strive for.
- The main goal of any business should be providing the best service.
- Customer is god.

#6 1★ or 5★ - Why star rating matters for a business?
- Importance of customer feedback
- Essential for the business growth

- Know the exact pain points, and failures - helps to make product/service better and biz to grow

#7 Key values of CS and CX
- Go back to the basics:
- Essential values that any biz should have to provide the best CX (with a few examples)
- Customer-friendly, relatable, quick, empathizer (at least the customer should feel so), value for money, quality...

#8 A good CX means that your customer would spend more. Just provide quality.
- Example: people are willing to pay for premium for added luxury - why? Because they provide them with service, etc.
- As they say, focus on quality, and the profits would follow!
- Include a fact: "49% of buyers make impulse purchases based on CX" - now, how cool is that

NOTE:
We start with simple things to build a base. Wait for the audience's response. And how the engagement is. What clicks. And based on that we move forward.

#1 Introduction Post (personal)

Hey everyone! I'm new here, so let's begin with an intro...

I am a hospitality graduate and a travel professional based in Oman. I help a travel company establish outbound holiday verticals in Oman and India. Travel is my passion. But, travel is not what I'm here for.

You know what's more than travel? What makes travel really worth it?

It's the experience.

It's about how a place made you feel.
How the people there interacted.
Whether the journey was good.
Or that one complimentary gift that you got.
Or that hotel staff who told his amazing story!

Most importantly, it is about the SERVICE that you received. Isn't it?

You visit this 1 restaurant out of the countless in line, just because you had received an amazing service before. You feel so connected.

You would remember that one time when X brand processed your refund immediately. How satisfying was that!

You see, the SERVICE shapes up the EXPERIENCE.

Do you have any particular experience that has stuck with you? I'd love to hear more. Comment below. ☺

#travel #hospitality #customerexperience #cx #cs

#NykCares

#2 Introduction to Customer Service

Let's clear up a MISCONCEPTION before we begin:
"Customer Service is not only limited to hotels."

It is much more than that. In fact, Customer Service is everywhere. How and why? Read on...

In simple terms - Customer Service is how you deliver a service/product to your customer. That's it.

You sell clothes. That product is bought by a CUSTOMER.
You provide haircuts. That service is availed by a CUSTOMER.
Sell anything, there's a CUSTOMER buying that.

And where there is a customer, there is customer service (CS).

EVERYTHING is based on and around customer service (and I don't claim it just like that).

A bad CS includes:
❌ Not listening to your customers.
❌ Not acting on their feedback.
❌ Sell once and forget.
Result: The customer leaves.

An amazing CS includes:
✅ Resolving queries fast.
✅ Taking their feedback and improving.
✅ Sell once and engage.
Result: It ensures that your customer stays with you.

Bad CS shows that you don't care. Good CS shows that you care.
And when customers feel valued, they stay. Simple!

Which are the brands that you find the 'most customer-friendly' and why? Comment below!

#hospitality #customer #customerservice #customerexperience #cx #cs

#NykCares

#3 Customer service (CS) + hospitality (H) = Customer experience (CX)

Let me give you a magic formula for business success:
Customer Service (CS) + Hospitality (H) = Customer Experience (CX)

This works because I bought 3 pairs of shoes due to a smile. 😊

Customer Experience is the driving force of any business. How can it be not?
Business is based on its customers. If your customers are happy, your business is too.

The words won't stay.
The memories may fade away.
What would remain is -
how you made them feel that day!

Experience is everything. It is always about the little things, the efforts you make to provide the best!

I remember this one experience while shoe shopping. Tried, finalized, packed and billed. And just before seeing me off, the person there put a shoe shiner and a shoehorn into my bag, saying: "It's on us! Complimentary!" (with a big wide smile!)... 😃

Now, I don't even use those items too often, but that one moment stayed with me - the person seeing me off with a smile. And every time I wear those shoes, I remember that day and smile wide. It was an amazing experience! (and I have got 3 more pairs after that for my family.)

You see, emotions matter! A smile matters. It makes up the experience. What do you think?

#hospitality #customer #customerexperience #cx #cs

#NykCares

#4 What is making you lose your clients?

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I had a horrible day at the bank today!

Had went for some KYC update, and was waiting for my number to be called out. And just then, this one person walks in, goes to the same counter, hands over the required documents, and 2 minutes into the place, he's out!

I asked the bank employee and he told me: "That person has a 1st-tier account with us. So, we can't ask him to wait."

I went like, "What? Are you effing kidding me?!" 😒

That 'Privileged' person was as much a customer as I was. Yet, he was attended to first while 10 others like me were already waiting. Why? Just because he had a bigger bank balance?!

I know, upgrading a bank account comes with its share of benefits. But, telling others in line to wait because of that is not good. So much for 'customer care'?

Why can't businesses realize that treating your customers right is such a basic thing? That means equal treatment.

Me? I was so done with that bank. I closed my account and shifted to the other one.

[Not only because of this one incident but, due to repeated bad experiences in the past - including 30min of call waiting time and hearing that music a zillion times.]

Happened with you as well? Share your experience below.

#customerexperience #customerservice #cx

#NykCares

#5 Running a business? Everything boils down to CX.

Are you running a business? Are you trying to find out what works? 🧐

I've got the answer!

Customer Experience.

A business exists to SELL its services or products. There are people who buy it.

It won't be wrong to say that: A business runs because of its consumers.

Your sales are dependent on that.
You are dependent on that.

Your customers matter.
Their choices matter.
Their opinions matter.
Their feedbacks matter.

So, giving the BEST EXPERIENCE is the only goal that a business should strive to achieve.

- Do what's required for the customer.
- Give the best service.
- Listen and implement their feedback.

Like I always say: You take care of the customer, and the customer takes care of you.

Your business stays afloat, and it's a happy day for all of us! 😎

#customer #customerexperience #customerservice #cx #cs

#NykCares

#6 1★ or 5★ - Why star rating matters for a business?

"Shoot for the stars." 🌀

It holds the ultimate business secret.

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People wanna know how a product is before they buy it. And they rummage every review on the Internet that they can get their hands on before making a decision.

Basically, your past performance decides whether you'd gain a customer or lose it. So, yeah, customer feedback matters.

As a business, you build that customer feedback - by your product, by your service, by your values, by your policies, by your conduct - towards your customer.

Star ratings can make or break a business. Make sure you keep them up! ★★★★★

And how do you ensure that? I know, you've got the answer already!

How many stars would you give to my posts?

#customer #customerexperience #customerservice #cx #cs

#NykCares

#7 Key values of CS and CX

Today, let's go back to the basics 📝

What are the key values that make for an excellent customer service/experience?

1. Knowing product/service inside out
2. Make the best choices for your customers
3. Provide the best quality
4. Value for money
5. A prompt and effective response
6. Quick in solving problems
7. Positive attitude (this is often overlooked, but it matters!)

Everything boils down to this one thing - MAKE SURE YOUR CUSTOMER IS HAPPY.

Nothing beyond. Nothing after.

What's that one quality that you look for in a business? Or what is that tipping point that makes you leave a store?

For me, you know, a smile can work wonders!

#customer #customerexperience #customerservice #cx #cs

#NykCares

#8 A good CX means that your customer would spend more. Just provide quality.

Do you know people are willing to pay more for your products or services? 💰

Hiking up the prices work. But this one thing ensures that people buy that. Which is...

Just provide top-notch quality, a good service! And people would pay. Boom!

A simple example: People pay for a premium class on airplanes for an added luxury. They don't mind spending more for the service that they'd receive for that added cost.

It's value for money. It would make their experience more pleasant. And who wouldn't want that?

A good CX means that your customers wouldn't mind spending more.

Want your business to make more profits? Focus on providing the best experience to your customer.

#customer #customerexperience #customerservice #cx #cs

#NykCares