CUSTOMER SERVICE CHECKUP

5 Signs Your Customer Experience Is *Costing You Business.*

Your marketing may bring the customer in. Your customer experience decides whether they **stay, return, refer, or leave.** Most businesses lose customers not because of price or competition, but because of small, fixable gaps in how they serve people. Here are five of the most common, and exactly what to do about each.

01 Your services don't match what your website promises.

When your marketing sells one experience and your service delivers another, customers feel misled, even when the work itself is good. That gap between the promise and the reality is where trust quietly breaks down.

> **Fix it** Walk through your website and social media as if you were a brand-new customer. Make sure every claim matches what actually happens when someone hires you.

02 You don't follow up with customers about their experience.

Silence after the sale tells customers they were a transaction, not a relationship. A single, genuine follow-up surfaces small problems before they become bad reviews, and opens the door to repeat business and referrals.

> **Fix it** Add one scheduled follow-up after every completed service: a simple "How did everything go?" message or call.

03 You're slow to respond to new leads and messages.

Response speed signals how you'll treat someone once they become a paying customer. A lead who waits hours, or days, for a reply often books with whoever answered first.

> **Fix it** Set a clear standard response time for calls, texts, emails, and DMs, and make sure one person owns it.

04 You have no plan for when a customer is unhappy.

Every business gets complaints. The ones that keep customers have a calm, consistent way to make things right. Without a recovery process, one bad moment turns into a lost client and a public review.

> **Fix it** Write a simple, step-by-step process for handling complaints, and train every team member to follow it.

05 Your experience changes depending on who's working that day.

If the quality of a call, a visit, or a reply depends on which team member handles it, you don't really have a customer experience. You have a coin flip. Consistency is what turns good service into a trusted brand.

> **Fix it** Document your most important customer interactions as simple standards that everyone on your team follows.

Ready to fix these inside your business?

Book a consultation with Med Miami Training and Concierge and we'll help you audit your customer experience and build the systems that keep the customers your marketing works so hard to win.

Book a Business Consultation →

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