



IFA[®]

INTERNATIONAL FRANCHISE ASSOCIATION

WEBINAR SERIES

How do you create an **exceptional customer experience** at your brand that **attracts loyal customers** in today's climate?

thryv[®]

franworth.

6 SIMPLE WAYS

To Elevate The Customer Experience
Your Franchise Brand Delivers

By the end of 2020, **customer experience** will overtake price and product as the **key brand differentiator**.

Customers no longer base their
loyalty on price or product.

Instead, they stay loyal with companies
due to the **experience they receive.**

If you cannot keep up with their
increasing demands, your
customers will leave you.

6 Simple Ways To Elevate Customer Experience

1

Reach More
Customers

2

Organization
Is Key

3

Make Payments
Easy

4

Communicate

5

Automate

6

Earn More
Reviews

1

Reach More Customers

REACH MORE CUSTOMERS

How do customers become aware of your business?



Website



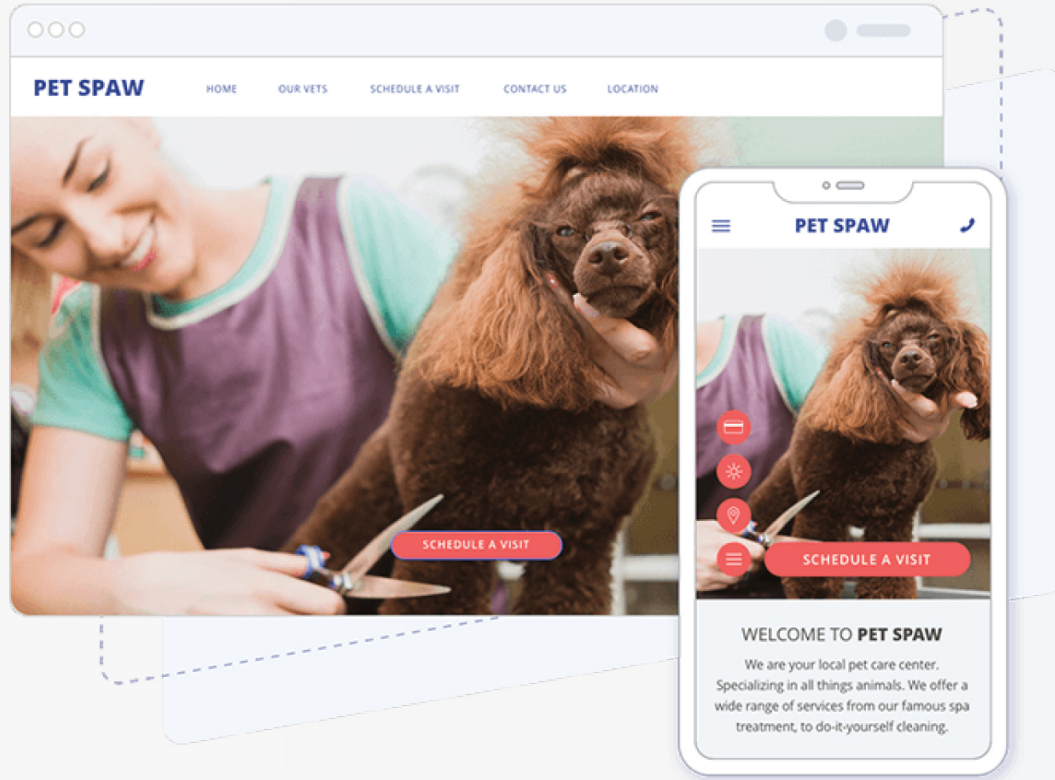
Social Media
Presence



Accurate
Online Listings



Reviews



REACH MORE CUSTOMERS

More than half of consumers **won't trust your business** if it doesn't have an online presence.¹

1. [Crowdspring.com/blog/small-business-online-presence-getting-started-website](https://www.crowdspring.com/blog/small-business-online-presence-getting-started-website).

2

Organization Is Key

ORGANIZATION IS KEY

How do you keep up with your customer information?



Client
History



Payments

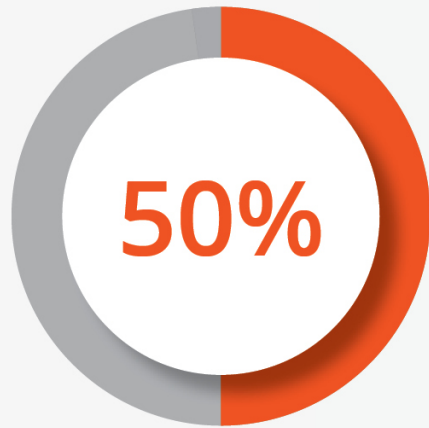


Online
Appointments
(24/7/365)



Mobile
App

ORGANIZATION IS KEY



Of teams **improved their productivity** by using a mobile CRM.¹



3

Make Payments Easy

MAKE PAYMENTS EASY

How do your customers pay you?



Contactless
Payment



In-Person or
Online



Quotes &
Estimates



MAKE A PAYMENT

SECURE PAYMENT

\$30.00 (USD)

Dog Sitting

Please make sure fluffy has her toy with her at all times.

Contact Information

Dan

Rich

Dan.rich@email.com

221-555-1222

CONTINUE

MAKE PAYMENTS EASY

More than **one quarter** of small businesses have already seen an **increase in contactless payment transactions** since the pandemic began.¹

1. Streetfightmag.com

4

Communicate, Communicate,
Communicate

COMMUNICATE, COMMUNICATE, COMMUNICATE

Communicate with customers
how they want to communicate.



Client Portal



One-Single
Inbox



Social

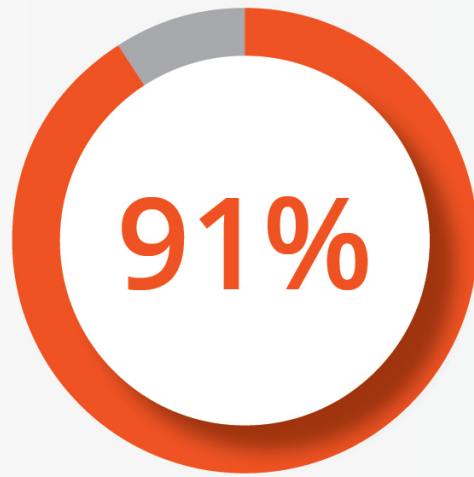


Website
Pop-ups



Email & Text
reminders

COMMUNICATE, COMMUNICATE, COMMUNICATE



Of U.S. adults like receiving **emails** from companies they do business with.¹



Of **text messages** have an open rate of 98% within two minutes of receipt.²

1. dma.org.uk - research DMA insight consumer email tracker, 2017.

2. theblog.adobe.com

5

Automate, Automate,
Automate

AUTOMATE, AUTOMATE, AUTOMATE

Communication takes a lot of work,
so let some of that be automated.



Reminders



Thank You's



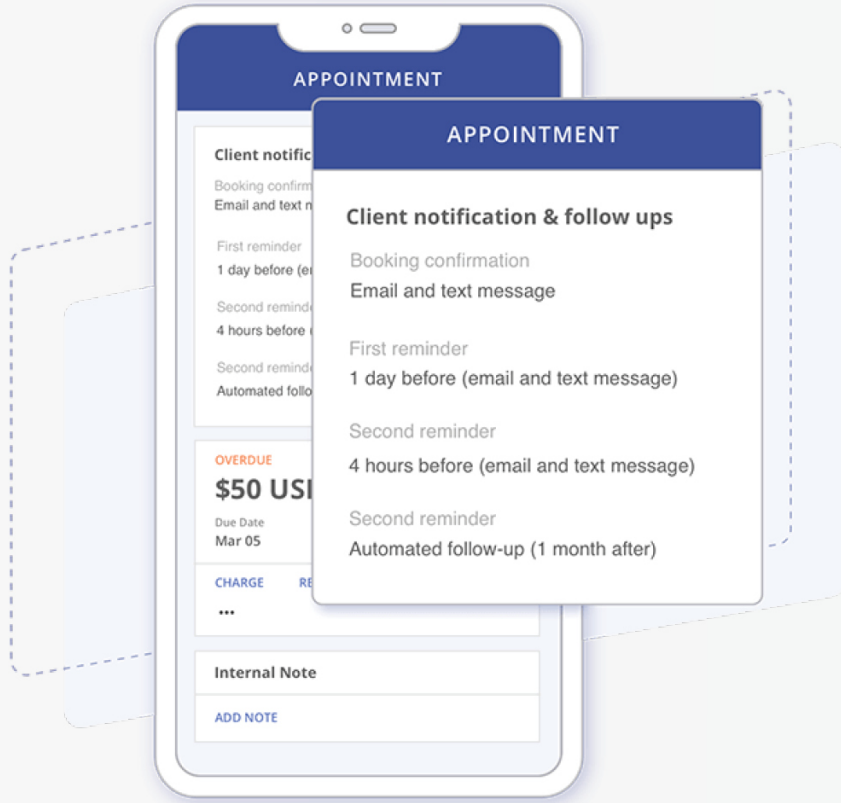
Receipts



Follow-ups



Haven't Heard
From You



AUTOMATE, AUTOMATE, AUTOMATE

75% of consumers are more likely to buy from a retailer that:¹

Recognizes them by name

Recommends options based on their past purchases

Knows their purchase history

6

Earn More Reviews

EARN MORE REVIEWS

Why are reviews important?

Improves **customer service** and encourages **repeat business**.

Gives **consumers confidence** in choosing your business.

More reviews convince search engines and social sites to **recommend your business** more often.

EARN MORE REVIEWS

What to do about reviews?

Identify **happy customers** and ask for a review.



Respond to reviews - both **positive** and **negative**.



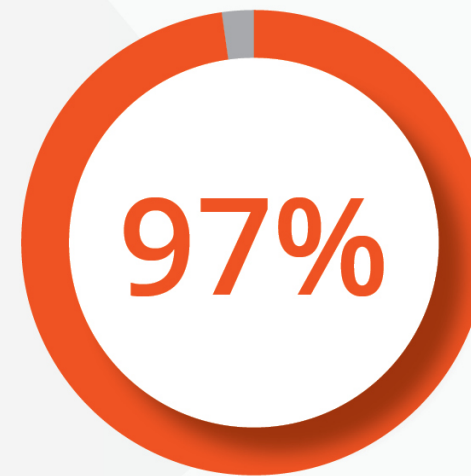
Wendy Baker



August 15, 2020

Our photographer Priya was amazing! She was there for us whenever we needed and sent us the most beautiful pictures back.

EARN MORE REVIEWS



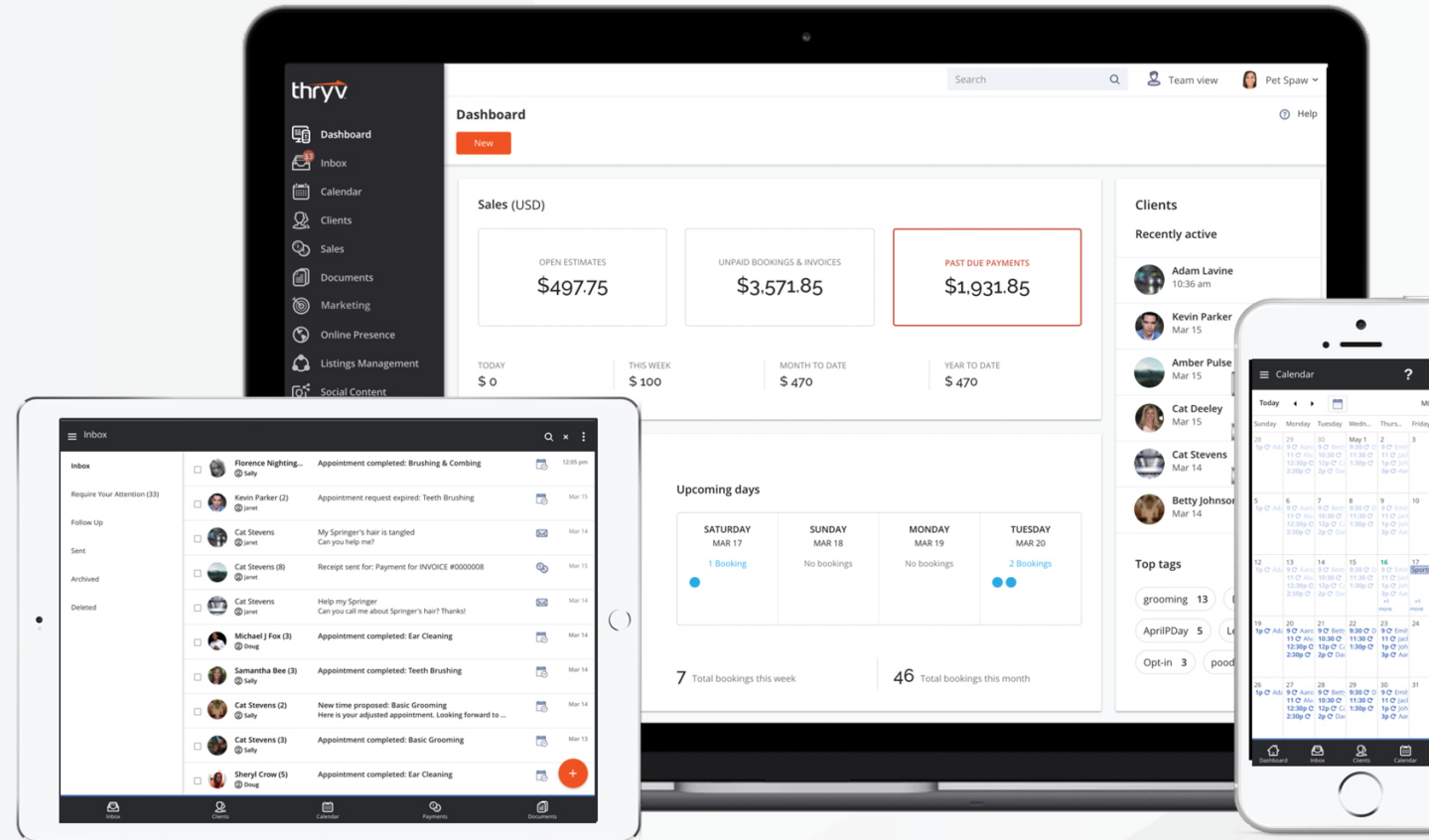
Of consumers **read online reviews** before making buying decisions.

What problem do we solve?



Meet today's customer expectations with one simple platform.

thryv.com



thryv.



Questions?



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