

How Can You Surprise and Delight Your Customers?

Customers keep coming back to a company when the goods and services they receive transcend their expectations. How can you surprise (or amaze!) your customers by going above and beyond the ordinary?

Below you'll find a few questions to help you brainstorm creative ways to promote customer loyalty. Use these as a springboard for further questions and for conversations with your customers about how best to serve them.

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1. How could you personalize your product or service so it serves the exact needs of your target customer?
 2. What bonus value could you include with your standard product or service?
 3. How could you show each customer how much you appreciate their business?

4. How could you make each interaction with your company or your product a meaningful, memorable experience?

5. How can your product or service bring more joy to the customer?

6. What would make your product or service so exciting that the customer would create a social media post as soon as they experienced it?