An eBook by Help Scout

25 WAYS TO THANK YOUR CUSTOMERS

INTRODUCTION

"Thanks" has a nice ring to it, but words don't carry the gravity of actions. If you're in the customer service business—and every business is, in some capacity—you should strive to continually show your gratitude to customers in fun and memorable ways.

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them." **–John F. Kennedy**

This ebook features 25 outstanding ways to show your appreciation to customers. You'll notice common threads that run through each idea. Every attempt at giving thanks must be relevant and personalized, noticeable and sincere. These simple requirements will ensure your show of gratitude hits home with customers.

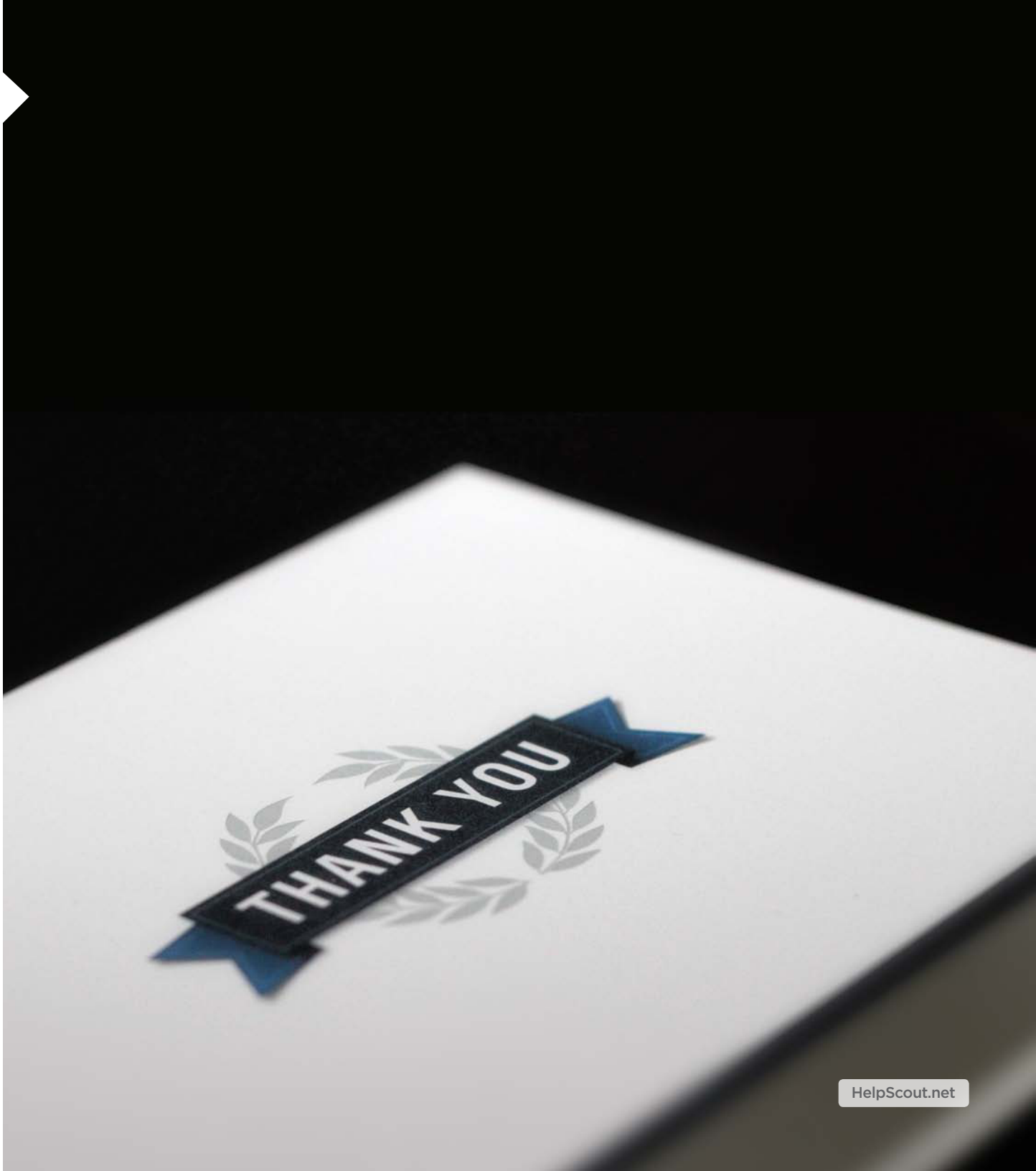
Show customers your thankfulness today by acting on one (or more!) of these 25 ideas.

1

WRITE A NOTE

TIP

Check out the perfect guide for this task, "How to Write a Killer Thank-You Note." To get started, visit two of our favorite stationary makers: Pinhole Press and FabulousStationary. For something a little more pro-fessional, Crane & Co. makesgreat custom stationary as well.



2

HELP CUSTOMERS LEARN SOMETHING NEW

TIP

Two huge benefits come from thanking customers this way: customers trust you and they have a greater appreciation for your products. Win-win!



3

WOW ONE CUSTOMER

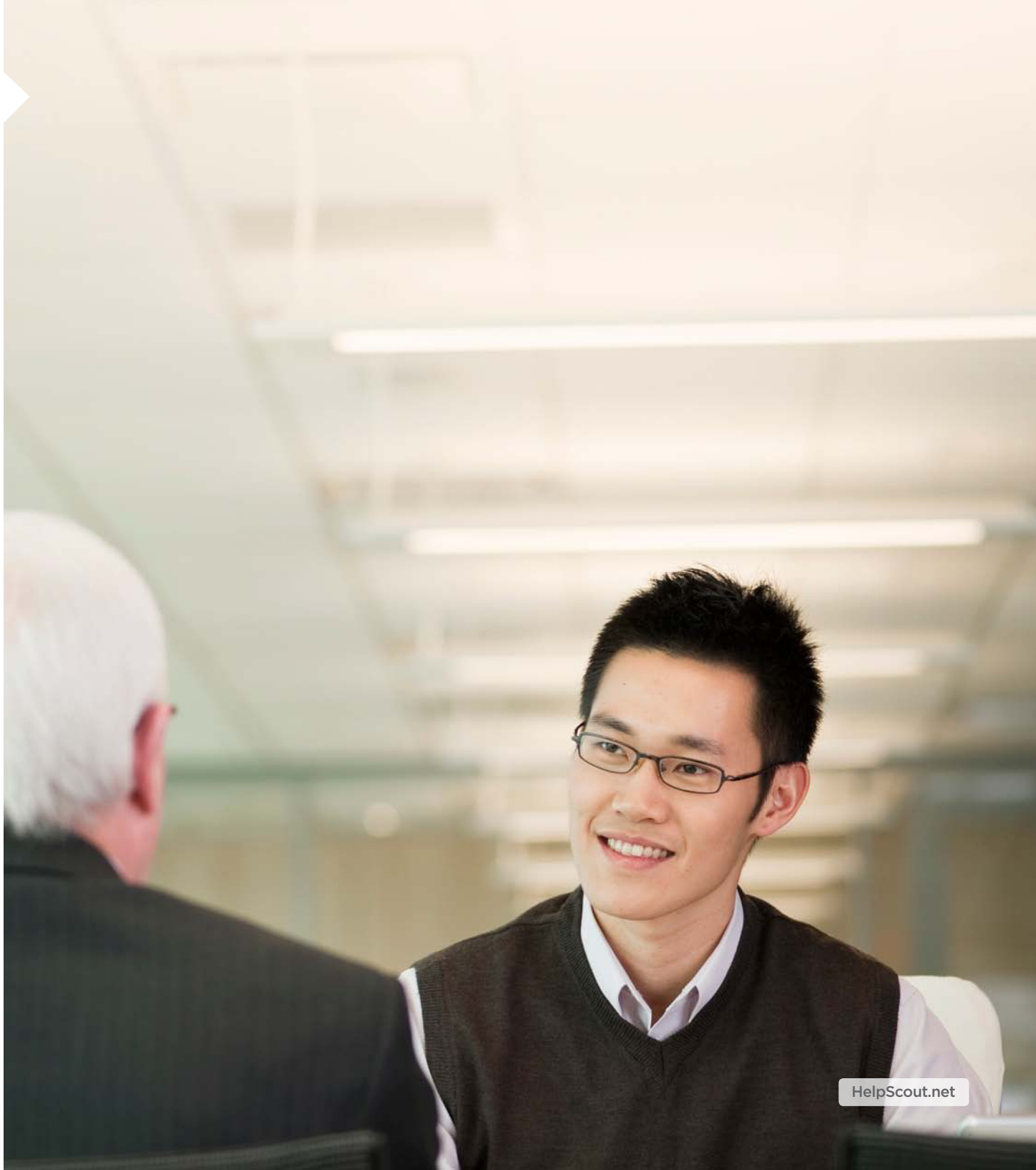
TIP

For inspiration, check out "The Best Customer Service Story Ever Told," [starring Morton's Steakhouse].



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SPEND QUALITY TIME TOGETHER

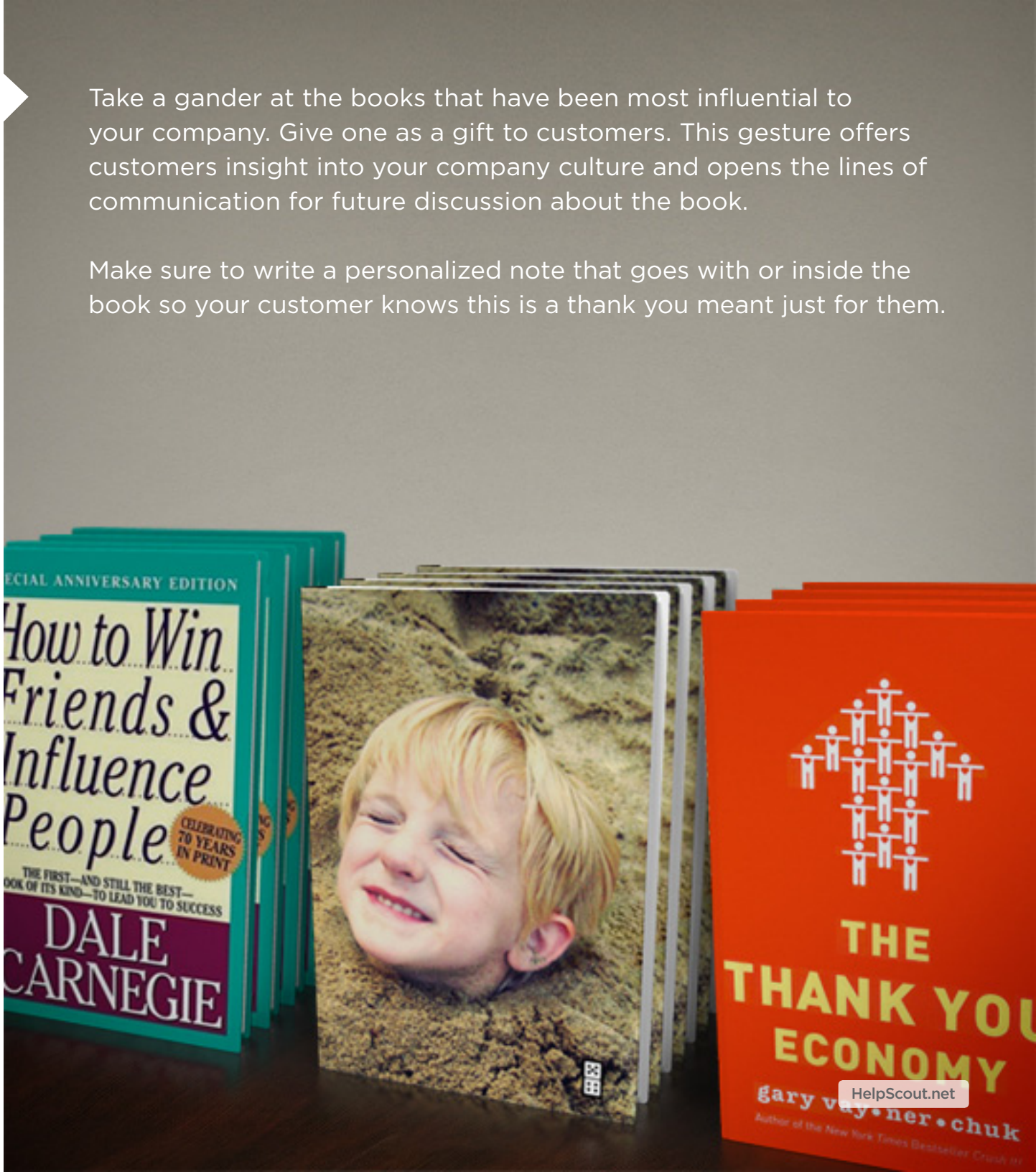


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GIVE A GREAT READ

Take a gander at the books that have been most influential to your company. Give one as a gift to customers. This gesture offers customers insight into your company culture and opens the lines of communication for future discussion about the book.

Make sure to write a personalized note that goes with or inside the book so your customer knows this is a thank you meant just for them.



TIP

When your customers are businesses, this is an especially effective technique. For instance, at Help Scout we regularly give away our favorite books: The Thank You Economy, Anything You Want and How to Win Friends and Influence People. We do this not only to say "thanks," but to explain the core values behind our product and company. Companies that embody these principles and philosophies get the most out of Help Scout.

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START A LOYALTY PROGRAM

Invite your most loyal customers into a VIP rewards program. Customers love the red carpet treatment, which is why Amazon's Prime membership or the Zappos VIP program is so popular. Your rewards program doesn't have to be complex; it can be as simple as offering customers an annual discount on their anniversary.



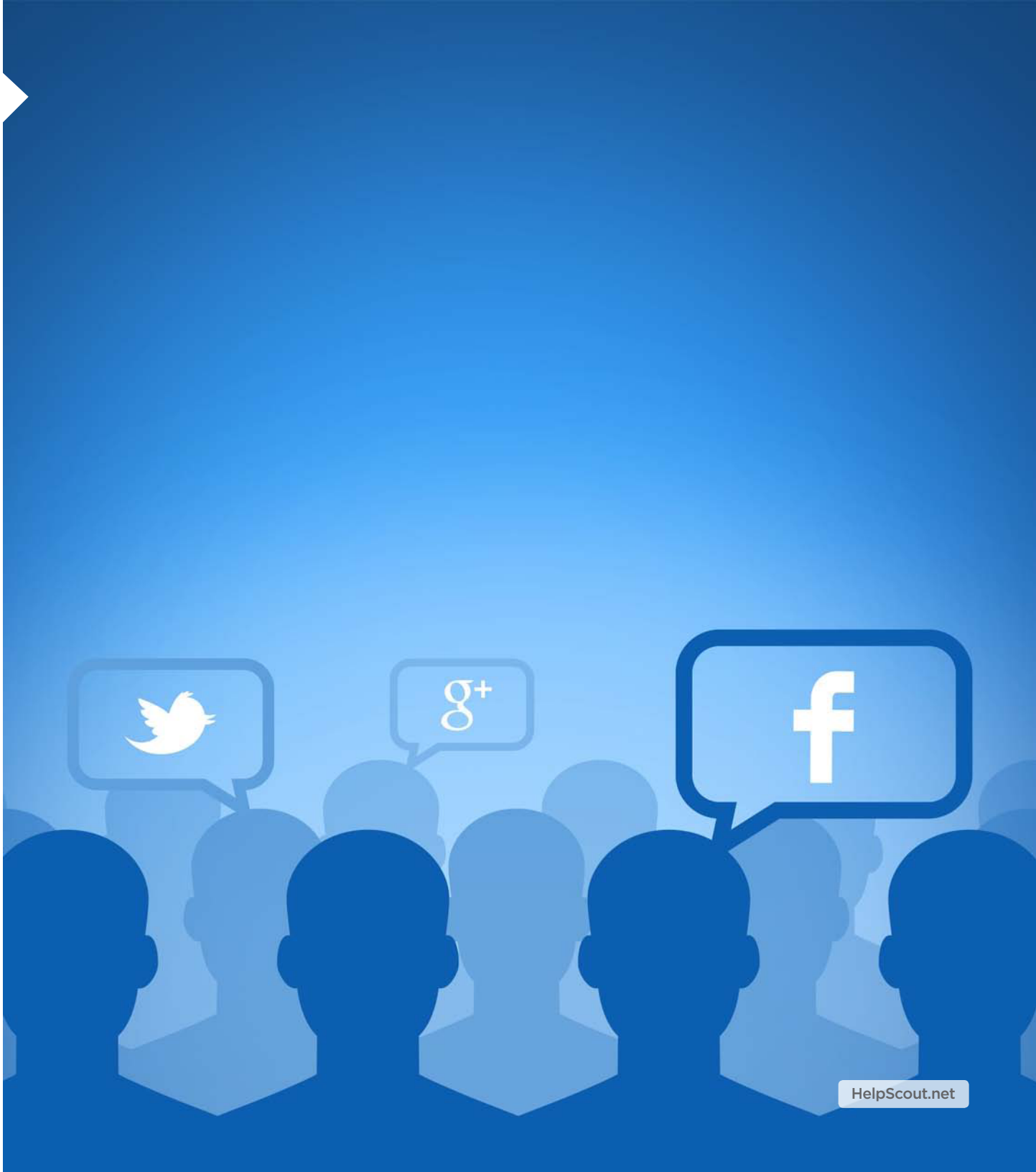
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TIP

Tim Donnelly (@timdonnelly), contributor for Inc. Magazine, wrote a great article on how businesses can decide whether a customer rewards program is a good fit.

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REWARD SOCIAL MEDIA-SAVVY CUSTOMERS



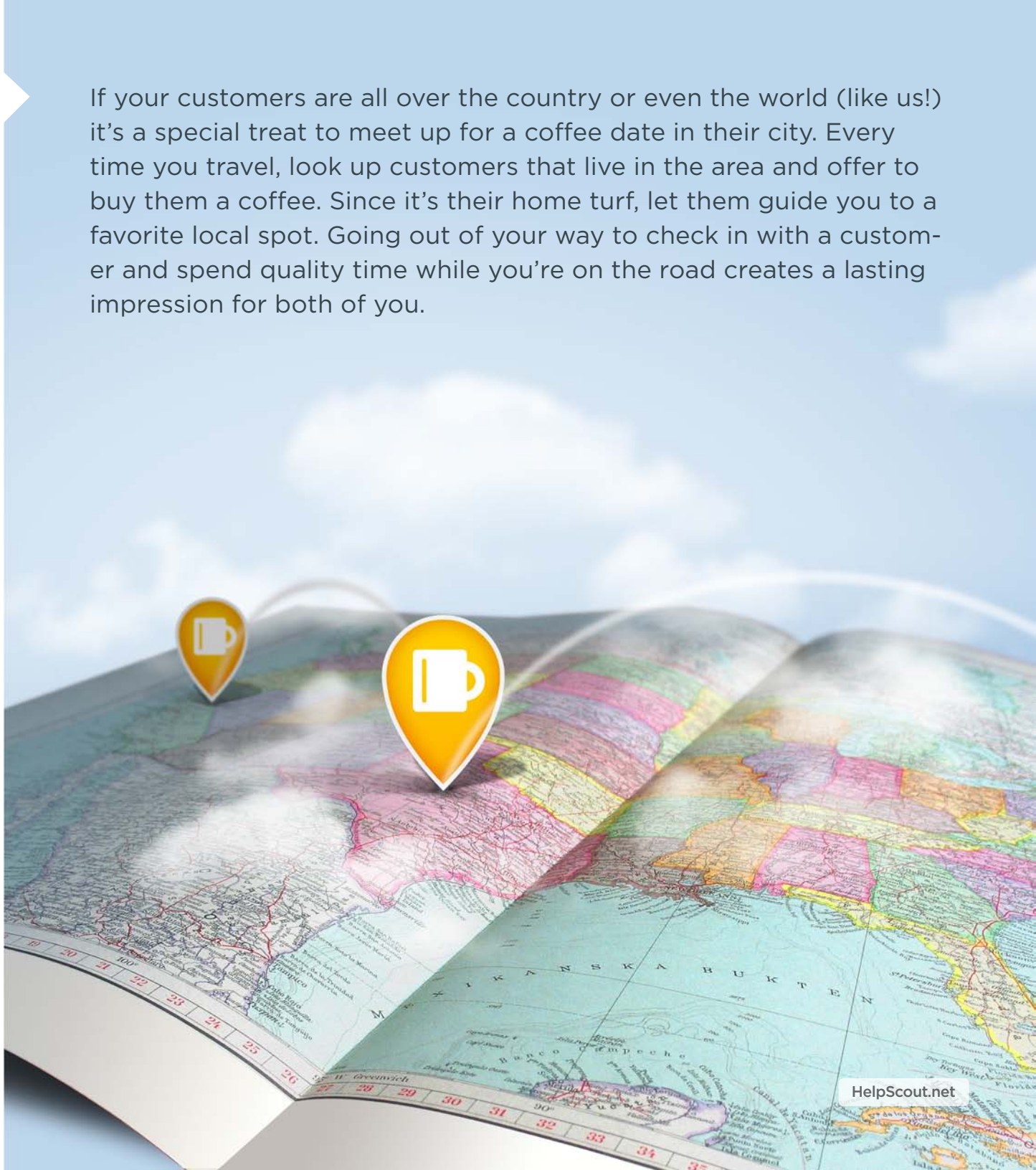
TIP

Starting a new loyalty program is a golden opportunity to solicit feedback. What are your customers preferred ways of earning loyalty points via social media? Two that we like are Ambassador and OfferPop.

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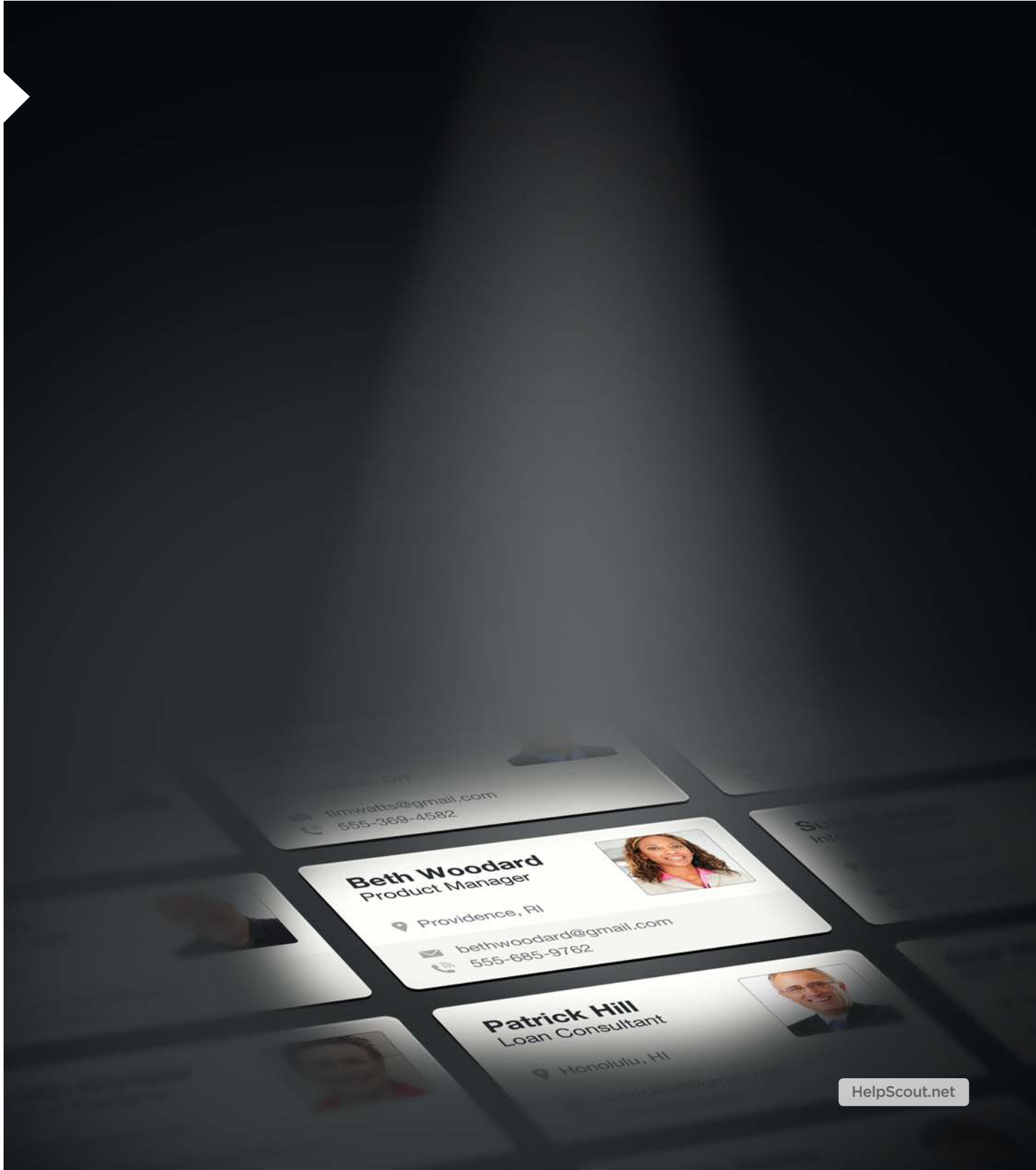
TREAT A FAR-AWAY CUSTOMER TO COFFEE

If your customers are all over the country or even the world (like us!) it's a special treat to meet up for a coffee date in their city. Every time you travel, look up customers that live in the area and offer to buy them a coffee. Since it's their home turf, let them guide you to a favorite local spot. Going out of your way to check in with a customer and spend quality time while you're on the road creates a lasting impression for both of you.



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SPOTLIGHT CUSTOMERS



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SEND A TREAT

TIP

Help Scout lets you pull up every previous conversation you've had with a customer and automatically imports their public profile (Twitter updates, address, etc.). Mine this information for hints on the perfect gift to send!



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GIVE A CHARITABLE GIFT



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OFFER A SURPRISE UPGRADE

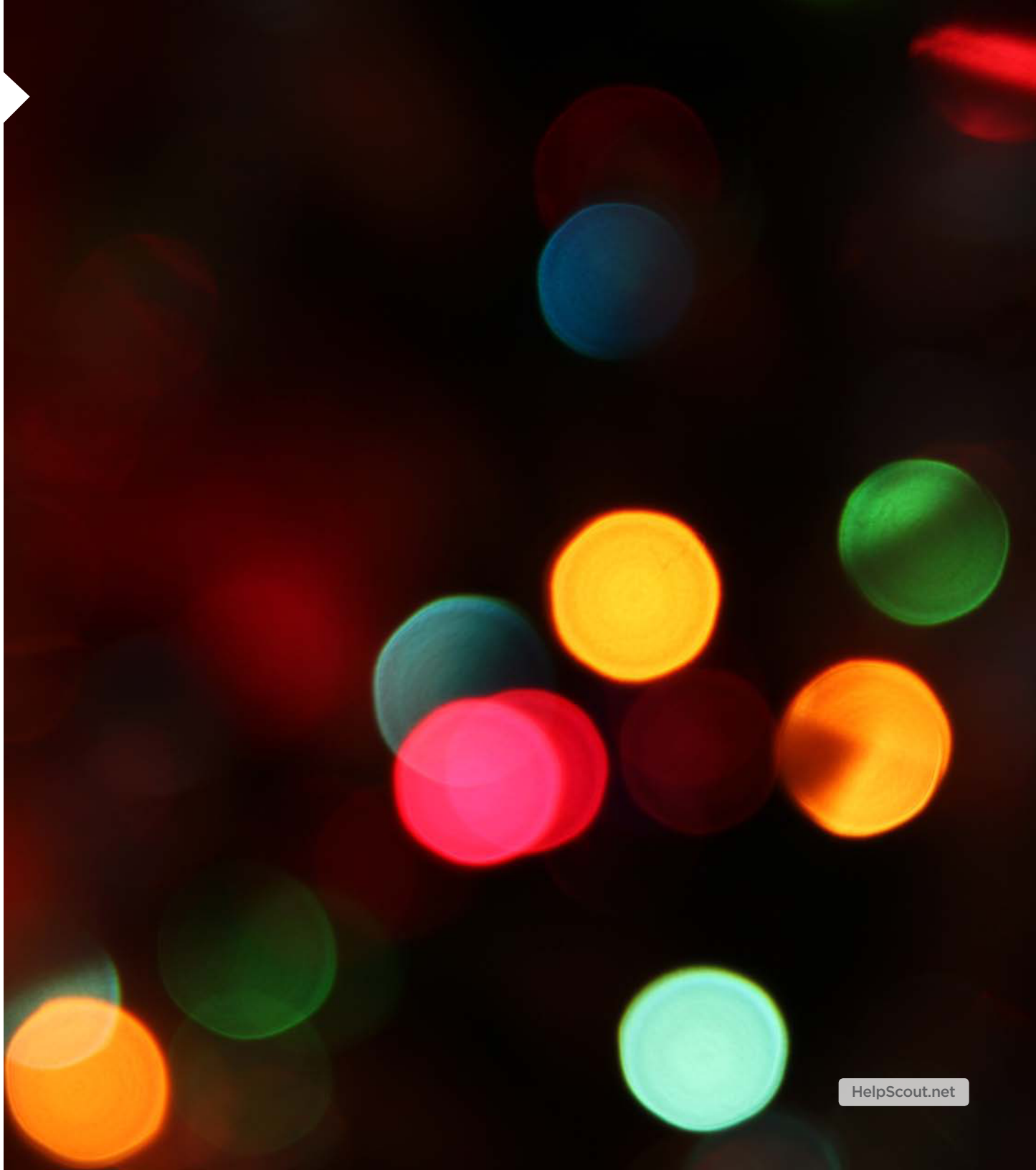


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THROW A PARTY

TIP

Think about what your company does best, and use it! Video production company Wistia does an amazing job at this with their Wistia at the Movies nights.



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DISTRIBUTE FREE GOODIES



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SEND CARDS ON UNIQUE HOLIDAYS

Lessen the chance your card gets overlooked in a mass of other cards by sending it to a customer on a unique holiday. You can call out Groundhog Day or even the customer's half-birthday. Another idea: keep the card professional and fun by celebrating Customer Service Week or a customer's anniversary card with your company.



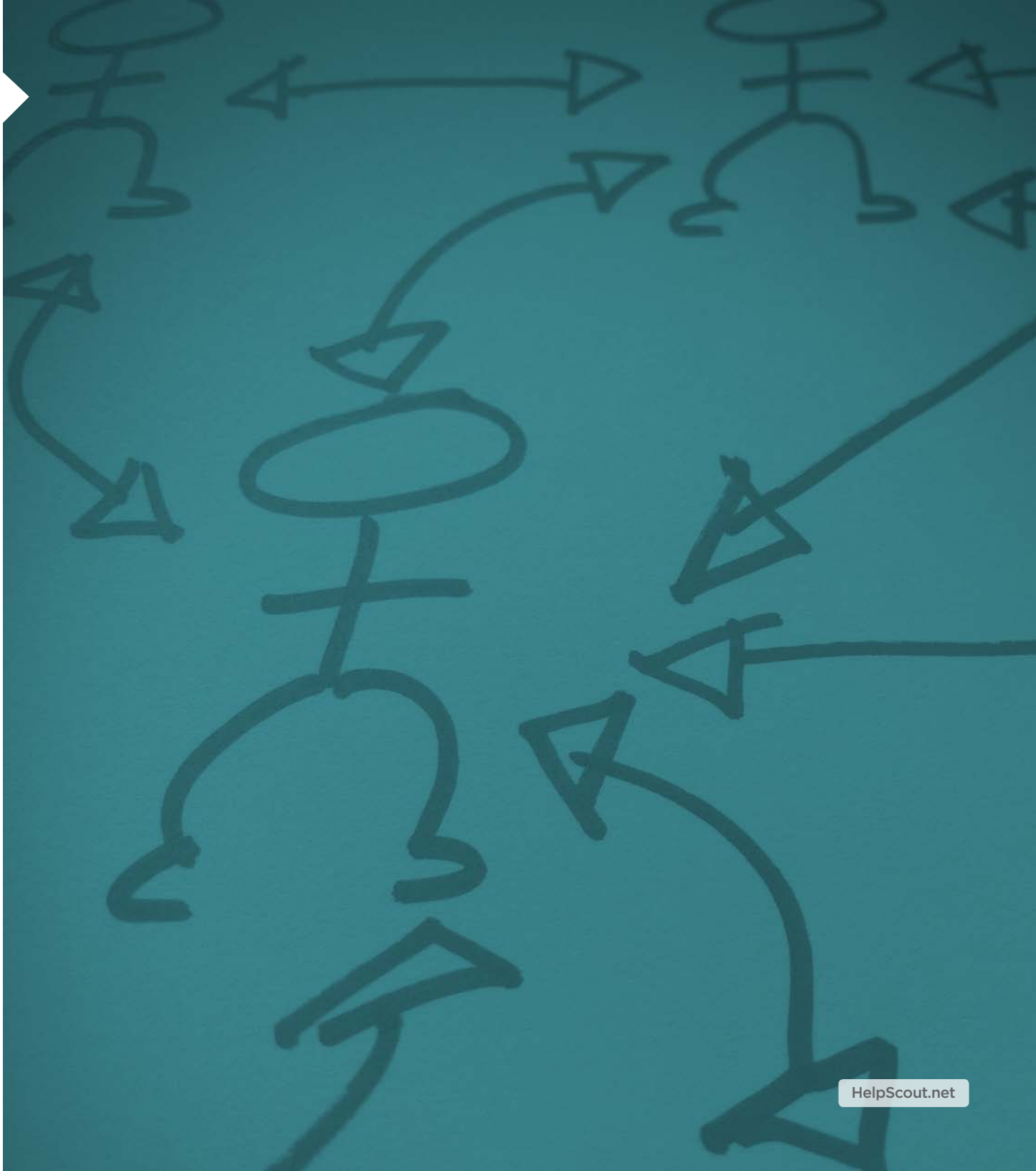
TIP

The sky's the limit with this one: Capitalize on the colorful (and odd!) holidays out there, such as International Towel Day or National Planking Day. Check out a listing of unique holidays here.

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REFER CUSTOMERS



TIP

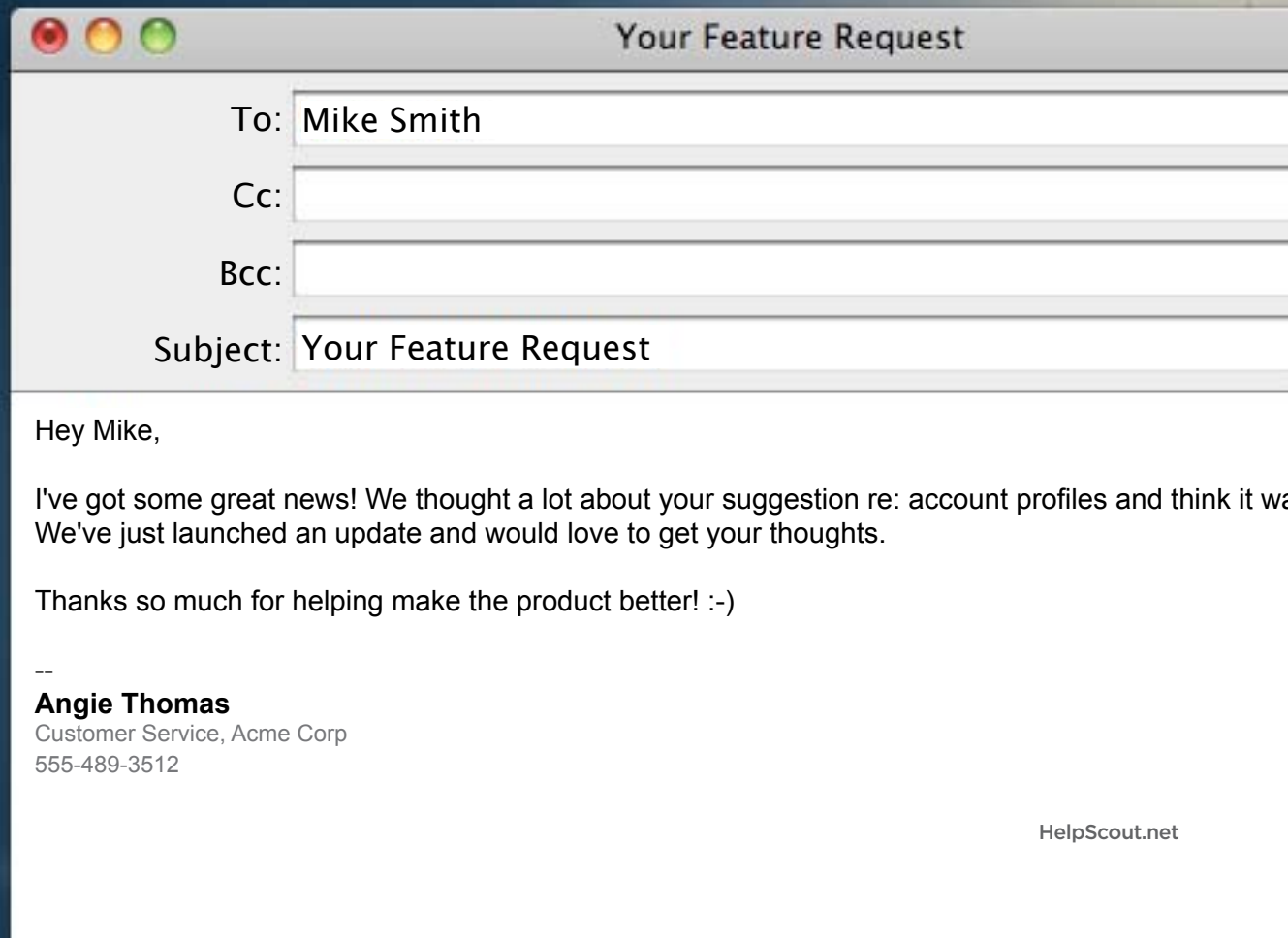
Help Scout does a "Customers We Love" blog series. It's been a great way to showcase our customers' businesses and learn more about them—all while capturing a testimonial or two!

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SHOW YOU VALUE FEEDBACK

Reach out to customers to tell them how you've implemented their suggestions. There is no better way to communicate with a customer than to show them you were listening.

Let the conversation also be an opportunity to gather more feedback. You want customers to feel like they have an open line of communication to you at all times—whether that's for praise, complaints or requests.



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EXCEL AT CUSTOMER SERVICE DAILY

Nothing says thanks for your business better than a friendly, informed service representative. It's uncanny how thrilled customers are when a real human answers the phone and doesn't read from a script.

Same goes for email—personal and friendly replies (not purely canned ones!) let your customer service team's personalities shine through.



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TIP

Derek Sivers, founder of CD Baby and author of Anything You Want, advises, "Imagine every person you are emailing with is Mick Jagger."

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DISCOUNT THEIR BILL, JUST BECAUSE

Send a note telling a customer you've taken $50 off their March bill as a way of showing appreciation for their loyal and continued service. If you own a brick-and-mortar store, take an extra 10% off your customer's purchase at the point of sale, just to say thanks for their business.



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SEND GIFT CARDS

If your company has the resources to send gift cards, by all means do it. The card can be as small as a $5 Starbucks card or as generous as a $100 gift card to a restaurant that gets rave reviews. This is another great opportunity to use your database intelligence to give a gift that's personalized to their tastes.

If you're a B2B business, partner up! Gift each others' products or services to customers—a give-and-take that's fruitful for both businesses.



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TIP

Amazon.com has a Gift Cards for Business program where you can order in bulk or issue them electronically. Same goes for Starbucks cards.

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HONOR AN ACHIEVE-MENT

Make your customer feel like they're part of a big family. Recognize special events in their lives by sending a small gift, such as flowers or a plant. The event could be a major birthday, a promotion or even a new addition to the family. The thoughtful timing of your gift communicates volumes and is a gesture that won't soon be forgotten.



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HOLD IN-STORE EVENTS AFTER HOURS

Give frequent customers that VIP feeling with an invitation-only after-hours event in your store. Let them shop for an extra few hours after normal store hours and provide drinks and snacks. To create an even more memorable setting, invite your favorite local singing talent to set up in a corner of the store and entertain your guests. They'll be no doubt in these customers' minds that they are valued by your business.



TIP

For an extra-special evening, donate a percent of purchases from the event to charity.

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MAKE THEM LAUGH

If your business is fortunate enough to have a creative mind on staff, have them step right up to make a funny and personalized gift. One idea: Photoshop your client into a famous movie poster, rename it something clever and email the picture with your note of “Thanks for your business!” If you’re a B2B business, even better! Your customer’s business team would look great starring in a Goodfellas or Star Wars poster.

On the easy and affordable end of that spectrum, it’s always fun to send a message from SomeEcards.com.



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GIVE SOME SWAG

Branded gifts from companies used to be cringe-worthy throwaways. Those days are long gone. Print custom logo t-shirts that are so soft and good lookin' that customers will wear through them and request another. Customers also like receiving usable items (such as coffee cups) or funny AND usable ones (such as koozies), so think outside the normal swag box on this one.



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TIP

At Help Scout we offer free "I love customers" schwag to people that like to tell the world! Reach out if you'd like a free sticker or t-shirt delivered to your door.

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CELEBRATE A MAJOR BUSINESS MILESTONE



TIP

No one expects your business to gift a new car—keep it personal to your business! Help Scout regularly gives away free credits and accounts to customers that help us hit huge milestones.

ONE LAST THING

(but possibly the most important)

THANK THE ONES THAT MAKE IT HAPPEN



Help Scout

You can delight customers,
keep your team on the same page
and grow your business with Help Scout!

Enter **“25ThankYous”** for a
free $20 account credit when you sign up.

SIGN UP NOW!

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