

Building Customer Loyalty

Creating an Unfair Advantage

I used to think having “unfair advantages” in business took radical measures. Now I am confident that so few companies are even applying the fundamentals, that today it is realistic for even the smallest of businesses to have unfair advantages.

John Valenty
Founder and CEO

Earnware Solutions

- Strategy Development
- Permission Marketing
- Campaign Automation
- Response Handling
- Pipeline Tracking
- Advanced Reporting
- Web Development

Gaining a Loyalty Advantage with the telephone

How many times have you forgotten any loyalties you might have had and gone with a competitor when the company you are trying to reach traps you to voicemail hell?

You’re thinking that you couldn’t possibly answer the phone live any more than you do now. It is so much easier to let calls go to voicemail and keep yourself busy with more important things. Anyway, if you’re going to be on the phone, it should be on your terms, prioritized with your judgment right? I mean the whole concept of taking a live call from a time waster or unqualified prospect seems downright wasteful. All this sounds reasonable even as I’m writing it, but therein lies the ‘unfair advantage’.

All you have to do is use call announce/call screening to send your mother-in-law, Bob from accounting, and the multitude of unqualified prospects to voicemail and take the calls live which have the highest sales probabilities.

When to take the call and when to use voicemail

Here’s another way to look at it. If an incoming phone call will help you attract, keep and/or grow a customer relationship, then you can have an ‘unfair advantage’ when you take the call live. Better than 90% of your competition will let it go to voicemail and try to return the call later. Even if you started screening your calls today and increased you live availability by only 10%, it is reasonable to project you will be attracting, keeping and growing more customers as a result.

As always, we never tell you about ‘unfair advantages’ and then try to sell you something so you can take advantage of the strategy. The call announce/call screening feature is built right into your Earnware system. Using it will cost you some small airtime charges, but when you measure the pennies against the value of your time and your customers, it is more than worth the small expense. It’s what we call the Unfair Advantage.

To learn more contact:

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