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EBOOK

Customer Service That Brings Them Back

Simple habits that turn first-time buyers into loyal, recommending customers

nglancer.com

For Nigerian small businesses

Customer Service That Brings Them Back
Simple habits that turn first-time buyers into loyal, recommending customers

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Why service is your best marketing

In a busy market where many sellers offer similar products at similar prices, service is often the only real difference. Customers forget the exact price they paid. They don't forget how you made them feel.

Good service pays you back in three ways:

- **Repeat purchases** — loyal customers buy more often and bargain less.
- **Referrals** — a happy customer tells friends, family and WhatsApp groups.
- **Forgiveness** — when you make a mistake (and every business does), customers who like you give you a second chance.

> 💡 **TIP**
> Winning a new customer usually costs far more than keeping an existing one. Every chapter in this book is about keeping customers you've already won.

CHAPTER 1

The service promise

Before training anyone else, decide what service in *your* business looks like. Write a short promise — three to five points — that everyone can remember.

> 📘 **EXAMPLE**
> **Promise of a small restaurant:** 1. Every customer is greeted within one minute. 2. Food is served within 20 minutes, or we tell you why. 3. Delivery orders leave within 30 minutes of payment. 4. If something is wrong, we fix it — no argument.

Your promise should be specific (times, actions), realistic, and visible — on the wall, in your WhatsApp description, in staff training.

✍️ **YOUR TASK**

Write your service promise in three to five points.

CHAPTER 2

First impressions: greeting and responding

In person

- Greet every customer warmly and quickly, even if you're busy: "Good afternoon, welcome! I'll be with you in a moment."
- Smile, make eye contact, use their name if you know it.
- Keep your space clean and organised — it signals that you care.

On WhatsApp and phone

- Reply quickly during business hours. Use an away message when you're closed.
- Start with a greeting and the customer's name: "Good morning Mrs Bello 😊"
- Use clear, complete sentences. Avoid one-word replies ("ok", "yes", "available").
- End with a question or next step so the conversation moves forward.

Sample scripts

New enquiry:

> **"Hello! Thank you for reaching out to Glow Skincare 💛 Yes, the vitamin C serum is available at ₦12,500. Would you like it delivered? Please share your area and I'll confirm the delivery fee."**

When you can't answer immediately:

> **"Thanks for your message! I'm finishing a delivery and will reply fully within 30 minutes."**

End of the free sample

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