



The Enterprise Class
Guidance and Engagement Platform

Key Insight

9 Tips on How to Exceed Customer Expectations

By WalkMe



Understanding how to exceed customer expectations is a great way to make sure your customers will return in the future. Imagine this scenario; you go to a bookshop and purchase a book because of its attractive cover. The attractive cover gives you a certain kind of expectation about the book, but when you start reading, you start to realize that your expectations are not met.

What will you do with the book? Of course you will put it back to the shelf and move on. The same scenario applies when it comes to customer service. When a potential customer chooses your product, they will have some type expectation. If you fall short of those expectations, the customer will walk away to find better services elsewhere and if you meet or even go beyond the customer expectations, then the customer will stick around.

Meeting customer expectation is actually not enough. This is because, when expectations are met, the customer will only be left with moderate satisfaction. It's likely that the customer will not praise your product or come back to have a repeated purchase. In fact, the customer might even explore other competitors to see what type of experience they offer. It is, therefore, very important to always ensure that you *exceed* customer's expectations. While meeting customer expectations is ordinary, exceeding their expectations requires creativity from your side. You must be able to do what your competitors have failed at. So what can you do to exceed customer's expectations?

9 TIPS ON HOW TO EXCEED CUSTOMER EXPECTATIONS

1. Put Yourself in Your Customers' Shoes

Earning customer trust is very important. It is therefore vital to always keep customers interest at heart and that can only be achieved through empathy. Always try to think things from the customer's perspective and be more empathic. For instance, in the case of customer service inquiry or complaint, you should always put yourself in the customer's shoes and ask yourself

how would he/she like to be treated and then figure out the best way to do that. When you put yourself in customer's shoes you will definitely find the best way to give them the best services and even go beyond their expectations.

2. Surprise Your Customers By Going The Extra Mile

Customers always appreciate when you go an extra mile. For instance, if you had promised your customers that their cargo will be delivered within 7 days and you manage to beat the odds and get their cargo shipped within 4 days, then you will have gone beyond what the customers had expected and your customers will not only be grateful for that, but they are more likely to return because of quality services that you delivered to them.

3. Follow Up With Your Customers to Strengthen Your Relationship with Them

Even after doing business with the customer, it is very important to take another step and follow up. For instance, you can call the customer and ask if they are satisfied with the services of the product that they purchased from your company. Or, if the customer had a certain problem and you solved it, you can do follow up and ask the customer if the solution you offered was satisfactory and if they are happy. A brief call just to check if the product you sold to the customer proved to be satisfactory is good way to prove to the customer that you really care about them and in turn will show the customer that you actually went beyond their expectations.

4. Set Manageable Goals and Expectations

Sometimes when you try so hard to exceed customer expectations rather than meeting them it can backfire. A study that was published by Harvard business review earlier this year found out that the biggest mistake that most organizations make is trying so hard to exceed customer expectations and on the process they end up missing the point altogether. It is very

important to be strategic as opposed to putting so much effort just to exceed customer's expectations.

5. Choose Your Words with Care

You should always ensure that you provide accurate descriptions to the product or service that you provide to your customers. In addition, always make promises that you are sure you can keep. In fact you better under promise and over deliver rather than the other way round.

6. Be Courteous, Patient and Pleasant

When you are polite with your customers, the customer will see that you really value them which will likely make them return.

7. Reward Your Customers for Their Loyalty

Being generous is very important when it comes to going beyond your customers' expectations. Always be rewarding your customers with unexpected benefits, especially if the customer is loyal to you. This could either be an added gift to the normal purchase or giving the customer a discount.

8. Make Yourself Available and Easily Accessible

Make yourself accessible to customers. Make it easy for them to reach you either through a call or through an email or social sites. Always respond promptly to any inquiries that a customer may have or if a customer has any problem that need urgent attention. In addition, always be listening and responding to what customers are asking or saying about your business.

9. Mistakes Inevitably Happen: Hold Yourself Accountable

If you happen to make a mistake, maybe about a product or service, always be ready to admit and apologize and make it up to the customer. For instance, if you sold a wrong product to a customer, refund the customer or replace the product. Always ensure that the customer trusts you and understands they can trust you if a mistake is made.

If you follow these tips and adapt as you go, you are sure to understand how to exceed customer expectations.

About WalkMe

[WalkMe](#) directly guides, engages and drives users to action, enhancing the online customer experience on a website or software.

The WalkMe enterprise-class guidance and engagement platform provides CX managers with an indispensable tool to improve conversion rates, promote new and advanced features, increase long-term user value and reduce attrition and churn. Through a wide range of guidance and engagement capabilities, CX managers can provide users with a user experience that is simple, intuitive and personalized, one that increases user satisfaction, loyalty and productivity.

WalkMe helps to dramatically increase self-service adoption, reduce incoming support requests, shorten handling times and more effectively manage customer care across all channels. Customers will be able to proceed on your site with confidence and ease. As a result, customer confusion is eliminated and replaced by a satisfying, lasting impression which will encourage them to return in the future.

Overall, WalkMe helps to ensure customers have a simple, smooth and burden-free online experience, eliminating customer confusion and frustration.