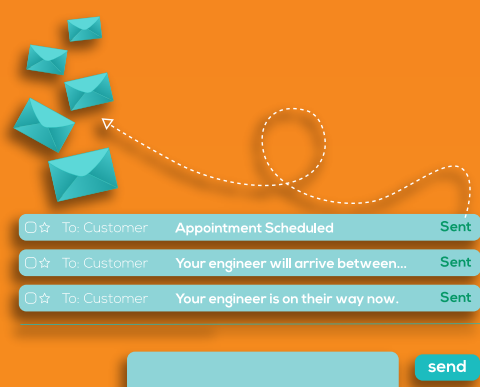


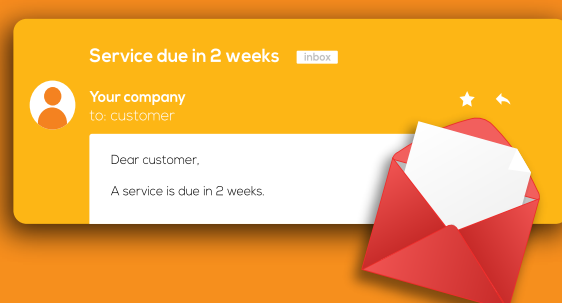
# 12 Ways to personalise customer experience

with field service software

1 Address customers by name in your emails. "Dear Michael" will always make customers more forthcoming than "Hello, customer".



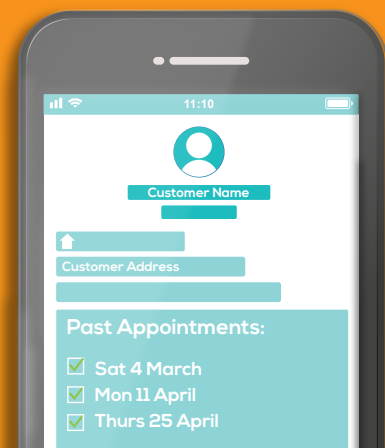
2 Keep customers in the loop at all times with automated notifications.



3 Send customers service reminders right in time to book rather than expect them to remember and contact you.



4 Let customers know which engineer is coming to their house.



5 Give your engineers all the info they need for a personalised service (customer name, history of service, asset type, etc.) which ensures they have the parts they need already in the truck.



6 Help diligent engineers access work order info and photos of previous work so that when they arrive, the customer feels like they're a friend, not a stranger.



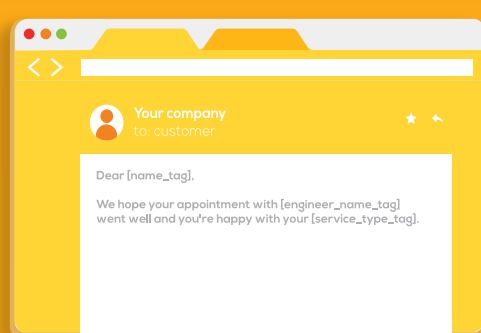
7 Offer multiple estimates on the spot so the customer can feel in control and choose the best option for their budget and needs.



8 No one likes to wait! Digital signatures, instant email invoices, and on-the-spot card payments make customers happy and your cash flow healthy.



9 Make sure you offer their preferred method of payment.



10 Send customers personalised emails requesting reviews. If you're using your software's templates & tags feature, you can even set these to go out automatically!

11 Send them personalised service plans according to the work they had done.



12 Using your customer records, you can reward loyalty: for every 4 bookings, the 5th one is free!

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