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The leader in social marketing is Facebook, which revolutionized communication in the 21st century. The old media strategies were basically businesses declaring themselves public by selling their products and services. Consumers, though swaying, saw these tricks as a break in their daily lives. The new media, that is, since the Internet has come on stage, is all about dialogue between consumers, regarding business, product or services. This new, resolution-based marketing style lends itself perfectly to the restaurant industry, where word of mouth advertising often yields better results than a traditional marketing campaign. And no site does it better than Facebook. The Facebook page is the commanding point of your social marketing campaign. With photos and a timeline of your Facebook page, you can identify and express your restaurant's identity. This allows you to respond quickly and personally to customer requests. Along with photos and posts, you can use a variety of apps to further engage customers, such as menu apps and event apps. You can choose which posts and stories you want to highlight by attaching them to the top of your timeline. The Facebook page also lets you mark the importants for your restaurant, whether it's hitting a certain number or loving fans followers, opening a franchise spot or getting good news (James Beard Award, anyone?). The layout of the page also allows you to at a glance show how many people like your restaurant and talk about it. It also allows people to see how many of their friends like your Facebook page. Use Facebook to address customer concerns concerns for some restaurant customers posting complaints on the wall, for everyone to see. This is definitely the chance that you take with social marketing. People are less inhibited in what they say online. This shouldn't deter you from creating a Facebook page. There are several different strategies for dealing with complaints. You can refer to them and then post a few other things to bury the comment down on your page (a little sneaky but effective). This shows the customer you care about your comments without giving a complaint to the Prime Real Estate on the page. Often other customers will beat you before hitting, protecting your restaurant from complaints. Learn more about how to handle customer complaints. When was the last time you clicked on a Facebook post without a photo or other image attached to it? Photos are becoming an increasingly important part of social media. No matter what you post on the restaurant's Facebook page, add a photo or other image to it. Photos increase user engagement and encourage customers to share their Facebook posts with their friends. Don't tell people about dinner tonight. People also love their photos. Tag customers in photos (don't forget to ask their permission first). Not only does it make them feel included, it will appear in their news feed and their friend's friend Channels. It's an effective, word-of-mouth advertisement at your simplest, making customers feel special and showing everyone else how fun it is to be in your restaurant. Learn more about building a strong social marketing campaign. You can also post photos of dinner special, drink special or desserts. Avoid posting too many pictures of food, which is why you have a website. The same applies to videos. A short video of your chef or bartender is fun, but people don't want them to constantly in their news feeds. As an administrator, you can have access to all kinds of accurate statistics to measure the success of your campaign. The administrator's page contains information about after-work appearances, notification of comments, as well as likes and customer tags. Consistency is key to a successful Facebook campaign. You have to post regularly, but not too much, otherwise you risk people hiding you in their news feeds, which is akin to the invisible. Keep the tone light, friendly and encourage people to interact with you. Thinking about customer service, remember that people aspect of the business is actually what it's all about #1. Once we think that way, we realize that our business is our customer, not our product or service. Putting all the attention on the goods in our store, or the services our corporation offers leaves out the most important components: each customer. Keeping these individual customers in mind, here are a few simple, down-home customer service tips to keep them coming back! I guess you can get by paying the lowest wage, giving the least amount of benefits, doing the least training for your employees? Hell! show. Companies don't help customers... people do. Employees take their signal from management. You greet your employees enthusiastically every day; You are polite in your dealings with them; You try to meet their needs. Do you listen to them when they talk? Consistent rough customer service is a reflection not so much on the employee as on management. If a regular customer came to your facility, would you recognize them? Could you call them by their first name? We all like to feel important; Calling someone by name is an easy way to do this, and lets them know that you value them as customers. (Need help? Learn how to remember names.) I recently signed a contract with a new fitness center. I have been a member of another for the past ten years, extending my membership every six months when the notice came. I was thinking about changing, joining one closer to my house and having more modern equipment. So when the renewal notice came, I didn't renew it. That was eight months ago. Did I contact the fitness center and ask why I didn't renew it? Did someone call me to find out why customer was no longer a member or tell me they missed me? No and no. I think they don't even know they've lost a longtime client, and apparently don't care. If they see you, will they recognize you? Can they Are you by your first name? Visible management is an asset. The Piccadilly Cafe network pictures of the manager and assistant manager are posted on the wall in the food selection line, and it is a policy that the manager's office is just a few feet from the cashier's booth at the end of that line, in full view of customers, and with the door open. The manager is easily accessible and there is no doubt who is in charge here. You only have to beckon to get the manager at your desk to talk to you. Include a thank-you letter in the client's package; Send a birthday card Clip of an article when you see their name or photo in print; write a congratulatory note when they receive a promotion. There are all kinds of ways for you to keep in touch with your customers and bring them closer to you. Is it possible that they could come, look around and go out without even having their presence recognized? Paradoxically, it took a discount merchant known for the price rather than the services to teach the retail world the importance of greeting customers at the door. Maybe it's because Sam Walton knew that this simple but important gesture is a matter of respect, saying: Do we appreciate your come, having nothing to do with the price of goods? To prove him why he's wrong, and you're right, don't lose a client. You will never win an argument with a customer and you should never, ever put a customer in that position. The fact that the client cared enough to ask everything you need to know is trying to accommodate it. This may be an exception to your customer service policy, but (if it is not illegal) try to do so. Remember that you're just making one exception for one customer, not making a new policy. Mr. Marshall Field was right in his famous statement: Give the lady what she wants. Give them guidelines for what to say and do in every conceivable way. People at the forefront of the situation play the most important role in your client's experience. Make sure they know what to do and talk to make this customer's experience positive, enjoyable. Make a map of How're We Doing? and leave it at the exit or registration booth, or include it in your next statement. Keep it short and simple. Ask things like what they like; What they don't like that they will change. What you could have done better; about their last experience there, etc. To ensure that the customer sends it, have it pre-stamped. And if the customer gave their name and address, be sure to confirm receipt of the card. Remember that big money is not so much a win for customers as in saving customers. The perception of each individual customer of your company will determine how well you do it, and that perception will depend on the level of customer service you provide. Imagine watching online restaurant reviews. Most likely, many, if not most, reviews will focus on good or bad service. People Share wins in customer service horror stories, so it's no surprise that customer service is often conflated with the customer experience. But customer service and customer experience are not the same, although they are related. In this article, we explain what CX and customer service are, what they share and how they differ. Use this information to take a closer look at how they are structured in your business and whether you have the tools to succeed in both. Customer Service and Customer Service (CSS) are responsible for maintaining and expanding customer relationships after a product or service is sold, Gartner said. Customer service members are more likely to help customers solve problems, go to the field and help solve customer issues or problems. However, service agents can also help give advice or assistance to customers who need help before or during purchase. While customer service used to be limited to support or call center, the increased complexity of customer interaction has led to the proliferation of service channels. These include traditional call centers and email, as well as chat, chatbots, SMS messages, shared screens, video calls and social networks. Customer Experience (CX) is customer perception and related feelings caused by the one-off and cumulative effect of interaction with vendor employees, systems, channels, or products, according to Gartner. Every time your client interacts with your company in any way, they have experience with customers. This includes customer interaction, as well as interactions with a product or service, sales staff, marketing materials, your store or website, and social media accounts. Taken together, these experiences shape the way your client sees your company. Customer Experience Management (CEM) is a practice of designing and responding to customer interaction to meet or exceed their expectations, leading to greater customer satisfaction, loyalty, and advocacy, according to Gartner. Since any part of the organization can affect a customer's work, CEM will cross (or require collaboration with) many related departments, especially marketing, customer service, IT, design and sales. Where customer experience and customer service are in business One of the main differences between them is how customer experience and customer service are structured in organizations. In a recent survey of Gartner management specialists CX, 58% say they sit in the marketing department in their organization. In contrast, customer service is usually its own department. Just because most CX executives work in marketing, it doesn't mean that all businesses should structure their CX teams that way. Another 42% work in other types of business, including 13% in 6% in customer service. Only 4% worked in the autonomous departments of CX. Where CX sits will vary depending on the needs and direction of each business. How is it service and CX are different? All customer service interactions are customer experience, but not all customer interactions are related to service. Any interaction with the company is a type of CX. Thus, customer service has a narrower emphasis on problem solving, while CX is much broader and involves any type of company interaction. Customer service is reactive, while CX is proactive. Customer service depends on customers to bring problems to the company, and only concerns those who have problems, questions or complaints. Customer experience, on the other hand, includes all customers. With effective CEM, companies are actively working to improve their experience before problems arise. What does customer service and CX look like? Both share a deep emphasis on the desires and needs of their customers. Both are built on solving issues for the customer and ultimately making the customer experience better. Because of this, both have a big impact on building customer loyalty and satisfaction. Customer service and CX affect each other. CEM's strategy is to inform the organization about the approach to customer service, and customer service has a big impact on CX. Gartner's research shows that service experience plays a role in about a quarter of all customer loss, and the price outweighs only poor service interaction in 30% of cases. Software solutions for customer service and customer service may be most appropriate, depending on the needs and structure of your organization, CX software, or customer service software. Those with autonomous CX or service departments are likely to want a narrow, focused solution with features adapted to their field of expertise. CX specialists in a wider department, such as marketing or customer service, may want a CX set that will have the capacity for multiple applications. Below is a breakdown of the types of software. Customer Service Software: Because of the proliferation in service channels, there are now many kinds of software for customer service, including channel specific options such as chat, support service, call center, and chatbot tools. These software solutions typically have common case/ticket management capabilities and ways of interacting between customers and service agents. Customer Service Software: CX Tools focus on tracking customer sentiment and satisfaction at various points throughout the customer's journey. This may include survey management capabilities, multi-channel monitoring and communication, or text analytics. These solutions, closely related to Customer Relationship Management (CRM) solutions, may also have a ticket or closed-circuit customer service function Gartner's 2019 Customer Experience Management Survey: The initial study was conducted online from May 2019 to June 2019 among 401 respondents in Canada, the United Kingdom and the United States from different industries. Respondents were required to be a leader or member of the team responsible for CX and with participation in customer service programs and Seventy-nine percent of respondents came from organizations with \$1 billion or more in annual revenue. Respondents came from a variety of industries: financial services (56), high technology (56), manufacturing (51), consumer goods (44), smee (51), retail (58), health care providers (48), and travel and hospitality (37). (37).

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