



Sellers' Conference for Online Entrepreneurs

SCOE 2011

Peer Presentation Series

CUSTOMER COMMUNICATION SECRETS

Jon Jessup



Customer Communication Secrets

Jon Jessup

Founder and CEO

About Us

- ▶ Founded February 2009 and based in Park City, UT
- ▶ Leader in multi-channel eCommerce CS solutions
- ▶ Partnered with the largest eCommerce players
- ▶ Three 5 Star AppExchange Apps
- ▶ 250+ customers Worldwide



#1

Almost Everyone has the same pains!



#2

What is the Cloud, and Why Should You Care???



Five Key CRM Concepts

1. Consolidate and streamline customer communications
2. Leverage an Intelligent Knowledgebase
3. Optimize Your RMA Process
4. Analyze Data Efficiently and Effectively
5. Do Targeted Email Marketing



Utilizing a CRM Package to Consolidate Customer Communications

- Allows for single interface access to all customer communications.
- Allows multiple employees to work with the same customer.
- Allows you to analyze your customer communications.
- Allows you to give all customers the same service experience.
- Allows you to build a knowledgebase based on real customer questions.



Leverage an Intelligent Knowledgebase

- Give customers the ability to find the answers themselves.
- Give all employees identical reference material.
- Track incidents based on the answer and reason.
- Continually adjust your listings based on customers questions.
- Automate certain parts of the service process.
- Standardize your customer relations.



Optimize Your RMA Process

- Know exactly why customers are returning products.
- Make the process easy for your customers and your customer service reps.
- Automating the eBay cancel transaction process for obtaining FVF credits
- Track the status of your returns.
- Get returned products back into inventory and re-sold as quickly as possible.
- Know the return rates for each of your suppliers/shipments



Analyzing CRM Data to Your Advantage

- Check to see where most of your questions are coming from.
- Check to see which products generate the most questions.
- Check to see what policies generate the most questions.
- Use your CRM data to fine tune your item descriptions.
- How metrics are trending over time
- Focus your email marketing based on previous purchases.
- Fine tune your site and listings based on your data.



Targeted Email Marketing

- Constantly keep your brand in front of your customers.
- Segment your customers based on the products they have purchased and/or asked about in the past.
- Use regional demographics in your email marketing strategy.
- Provide coupons to keep them coming back.
- Know which customers are receiving and acting on which campaigns.
- Keep doing it!



Recap

1. Take Control of your Customer Service
2. Leverage a Knowledgebase
3. Embrace & Streamline the RMA Process
4. Use Data to Your Advantage
5. Do Targeted Email Marketing



Q & A



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For more information about
the topics covered in this presentation,
please contact Jon Jessup directly.