

How Can You Surprise and Delight Your Customers?

Customers keep coming back to a company when the goods and services they receive transcend their expectations. How can you surprise (or amaze!) your customers by going above and beyond the ordinary?

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ould you personalize your product or service so it serves the exact needs of your target customer?

2. What bonus value could you include with your standard product or service?

3. How could you show each customer how much you appreciate their business?

4. How could you make each interaction with your company or your product a meaningful,