



Session 67: Enriching Your Customers & Employee Relationship

PRESENTED BY:
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CEO OF OCTAVIA SOCIAL MEDIA STRATEGIES, LLC

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Webinar Series Information

SURVIVING THE PANDEMIC: WHAT YOU CAN DO NOW TO PREVENT YOUR BUSINESS FROM BECOMING A STATISTIC

- ▶ Session 4: How to Run a (More) Virtual Business
August 12th, 2020



Let's Get
Started -
Introduction



Introduction of the Speaker

- ▶ Name: Andraé L. Jones
- ▶ Born: Tucson, Arizona
- ▶ CEO of Octavia Social Media Strategies and six other businesses.

Introduction To Octavia Social Media Strategies

- ▶ In response to the growth of digital marketing and digital strategy.
- ▶ "... a full-service marketing firm that specializes in the design and development of engaging Content Marketing, Social Media Marketing, and Video Production by combining storytelling and marketing strategy to ensure our customers will Be Seen! Be Known! and the Expert in their field."



Introduction to this Webinar

- ▶ This will be an interactive webinar!
- ▶ I will ask folks to raise their hands.
- ▶ We will be creating something together!

Enriching Your Customers & Employee Relationship

PART 1 – ASSESSING YOUR RELATIONSHIPS

Relationships Before COVID-19

- ▶ What were they like?
- ▶ How did you treat your customers?
- ▶ How did you honor your employees?
- ▶ How did you reward your contractors/subcontractors?

Create A New Relationship

- ▶ We must create a new business relationship.
- ▶ A meaningful relationship that allows customers and employees to:
 - ▶ Grow
 - ▶ Be inspired
 - ▶ Be empowered
- ▶ Both must feel important to the business and its overall success.
- ▶ Business owners must be aware of this and quickly reward both customers and employees.

Relationship Expectations

- ▶ Customers and employees expect companies to treat them like human beings . . .
- ▶ . . . who have a story of their own.
- ▶ Both have needs that need to be addressed.
- ▶ Usual this involves more than money issues.
- ▶ Both need a guide to help them meet their unique needs.

You May Need to Update Your Value System

- ▶ We need to deepen our relationships by asking questions.
- ▶ No such thing as “not enough time”.
- ▶ We must be available for our customers.
- ▶ We must be available for our employees, contractors, and subcontractors.
- ▶ Tie it all into your Mission, Purpose, and On-Going Goals.
- ▶ All of us are uncertain about the post COVID-19 world we will encounter.

Remember Your Role

- ▶ You are not the hero of this story.
- ▶ You are the guide.
- ▶ The goal is to guide your customers AND your employees to their goal.
- ▶ This is how you keep customers and employees happy for as long as you run your business.

Enriching Your Customers & Employee Relationship

PART 2 – A NEW RELATIONSHIP WITH YOUR CUSTOMERS

Expect Them to Expect More

- ▶ How will you reward your customers' loyalty?
- ▶ How will you protect their long-term health and well-being?
- ▶ What new policies are you putting in place?
- ▶ How are you going to make them feel special?

Understanding the Customer Experience

- ▶ Customer experience does not start when they walk in.
- ▶ It begins when they learn about your business and how it will meet their needs . . .
- ▶ . . . when they see a review on Yelp, a radio advertisement, TV spot, Website ad, or Facebook/Instagram ad.

The Customer Experience Journey

- ▶ Journey begins when interest is piqued:
 - ▶ Interest
 - ▶ Google Search
 - ▶ Website Inquiry
 - ▶ Social Media
 - ▶ Reviews
- ▶ Journey begins in earnest when customer decides that your business meets their needs and walks through the door.

Here's an Example

- ▶ Jane and Jake are on a dinner date together.
- ▶ They decide on pizza.
- ▶ Jake looks at his *phone* and goes on Google and types in "Pizza Restaurants Near Me."
- ▶ He gets the following results.

About 726,000,000 results (0.82 seconds)



Rating ▾ Pizza ▾ Price ▾ Hours ▾ Your past visits ▾

⚠ Hours or services may differ

Peter Piper Pizza

4.2 ★★★★★ (493) · \$\$ · Pizza

9545 E Old Spanish Trail # 125

✕ Dine-in · ✓ Takeout · ✓ Delivery



New York Pizza

4.5 ★★★★★ (612) · \$ · Pizza

8771 E Broadway Blvd · In Las Palmas

✕ Dine-in · ✓ Takeout · ✕ Delivery



Papa John's Pizza

3.8 ★★★★★ (104) · \$ · Pizza

9505 E Broadway Blvd · In Broadway-Harrison Shopping Center

✕ Dine-in · ✓ Takeout · ✓ No-contact delivery



☰ [More places](#)

www.tripadvisor.com › United States › Arizona (AZ) › Tucson ▾

THE 10 BEST Pizza Places in Tucson - Tripadvisor

United States · Arizona (AZ) · Tucson; Tucson **Restaurants**. Search. **Pizza** Places in Tucson. View map. Also show. Hotels. Things to Do. Also show. Map.



pizza restaurants near me



← Rating ▾ Pizza ▾ Price ▾ Hours ▾ Your past visits ▾ Clear Filters ✕

Pizza Luna

4.8 ★★★★★ (218) · \$\$ · Pizza

1101 N Wilmot Rd UNIT 119 · In El Dorado ...
Informal strip-mall locale serving modern Neapolitan-style pizzas, plus wine & beer.

✕ Dine-in · ✓ Curbside pickup · ✓ No-contact delivery



Mama's Famous Pizza & Heroes

4.1 ★★★★★ (325) · \$\$ · Pizza

6996 E 22nd St · In Eastpoint Marketplace
Comfort food · Quick bite · Fast service

✕ Dine-in · ✓ Takeout ·

✓ No-contact delivery



Serial Grillers (Speedway Blvd.)

4.5 ★★★★★ (1,958) · \$\$ · Pizza

5975 E Speedway Blvd
Relaxed eatery offering creative pizzas, cheesesteaks, burgers & calzones, plus craft beers on tap.

✕ Dine-in · ✓ Takeout · ✕ Delivery



Tino's Pizza

4.6 ★★★★★ (290) · \$\$ · Pizza

6610 E Tanque Verde Rd
Easygoing option offering slices, pies, wings & sandwiches for dine-in, takeout or delivery.

✕ Dine-in · ✓ Takeout · ✓ Delivery

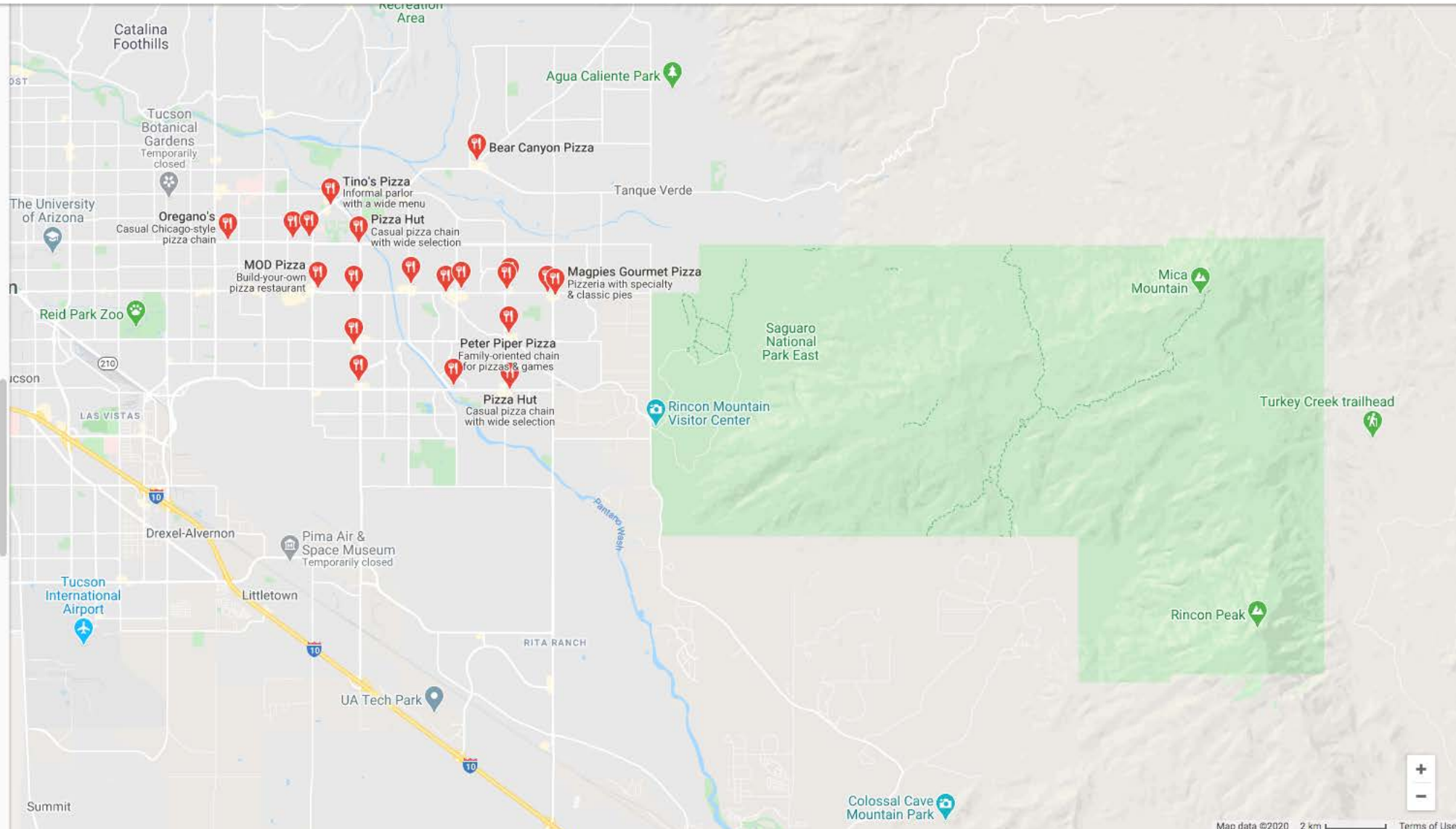


Grandma Tony's Pizza


4.6 ★★★★★ (97) · \$\$ · Pizza

7010 E Broadway Blvd
Relaxed parlor providing pizza with a variety of crusts, plus wings, salads & daily specials.

✕ Dine-in · ✓ Takeout · ✓ No-contact delivery




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Serial Grillers (Speedway Blvd.)

Website

Directions

Save

4.5 ★★★★★ 1,958 Google reviews
\$\$ · Pizza restaurant

Relaxed eatery offering creative pizzas, cheesesteaks, burgers & calzones, plus craft beers on tap.
X Dine-in · ✓ Takeout · X Delivery

Address: 5975 E Speedway Blvd, Tucson, AZ 85712

Hours: Open · Closes 9PM

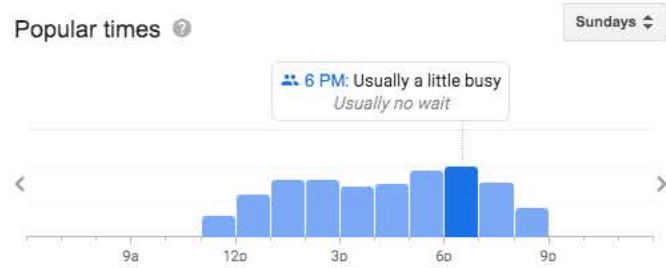
⚠ Hours or services may differ

Phone: (520) 546-2160

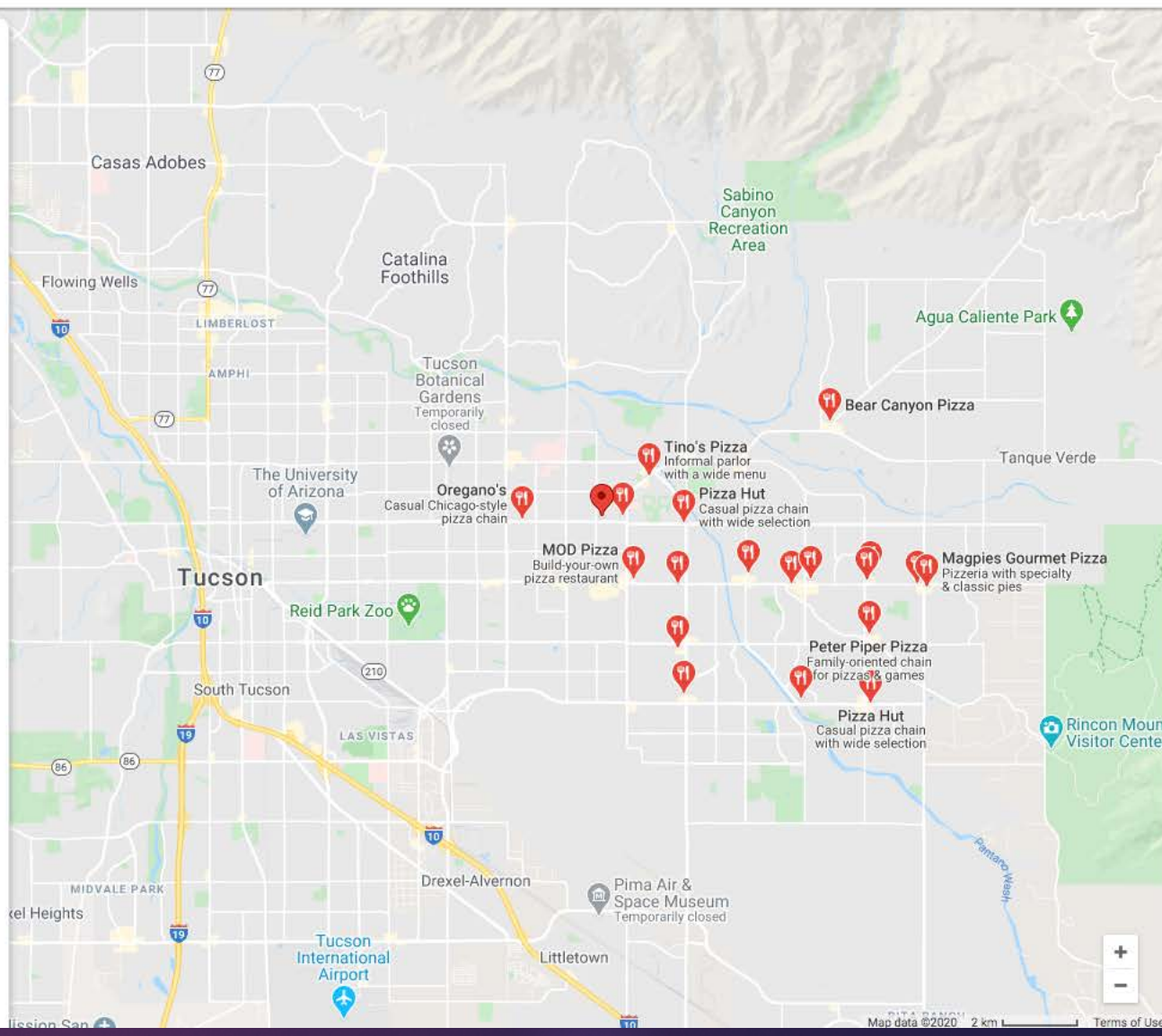
Order: serialgrillersaz.com

[Suggest an edit](#) · [Manage this listing](#)

Know this place? [Share the latest info](#)



Plan your visit
No wait
People typically spend 30 min to 1 hr here





Rating Pizza Price Hours Your past visits Clear Filters

Pizza Luna

4.8 (218) · \$ - \$ · Pizza

1101 N Wilmot Rd UNIT 119 · In El Dorado ...

Informal strip-mall locale serving modern

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Review summary

Write a review



"Great Philly **cheese** steaks **Quality Meat** and great **menu** choices"



"13 unserved tickets on **tables** with an **hour wait** when charging a premium **price**."



"**Prices** are awesome, **food** was fresh and tasty, nice **staff**, clean and casual."

Google reviews



Fernando Rodriguez

Local Guide · 34 reviews · 269 photos

6 months ago

Great bar food and fast service. Walk up to the service counter order your food and you will be happy with what ever you order. Food was fast and delicious. Easy to find a seat and they are a lot available. Bar is available with a full bar. ... More



Like

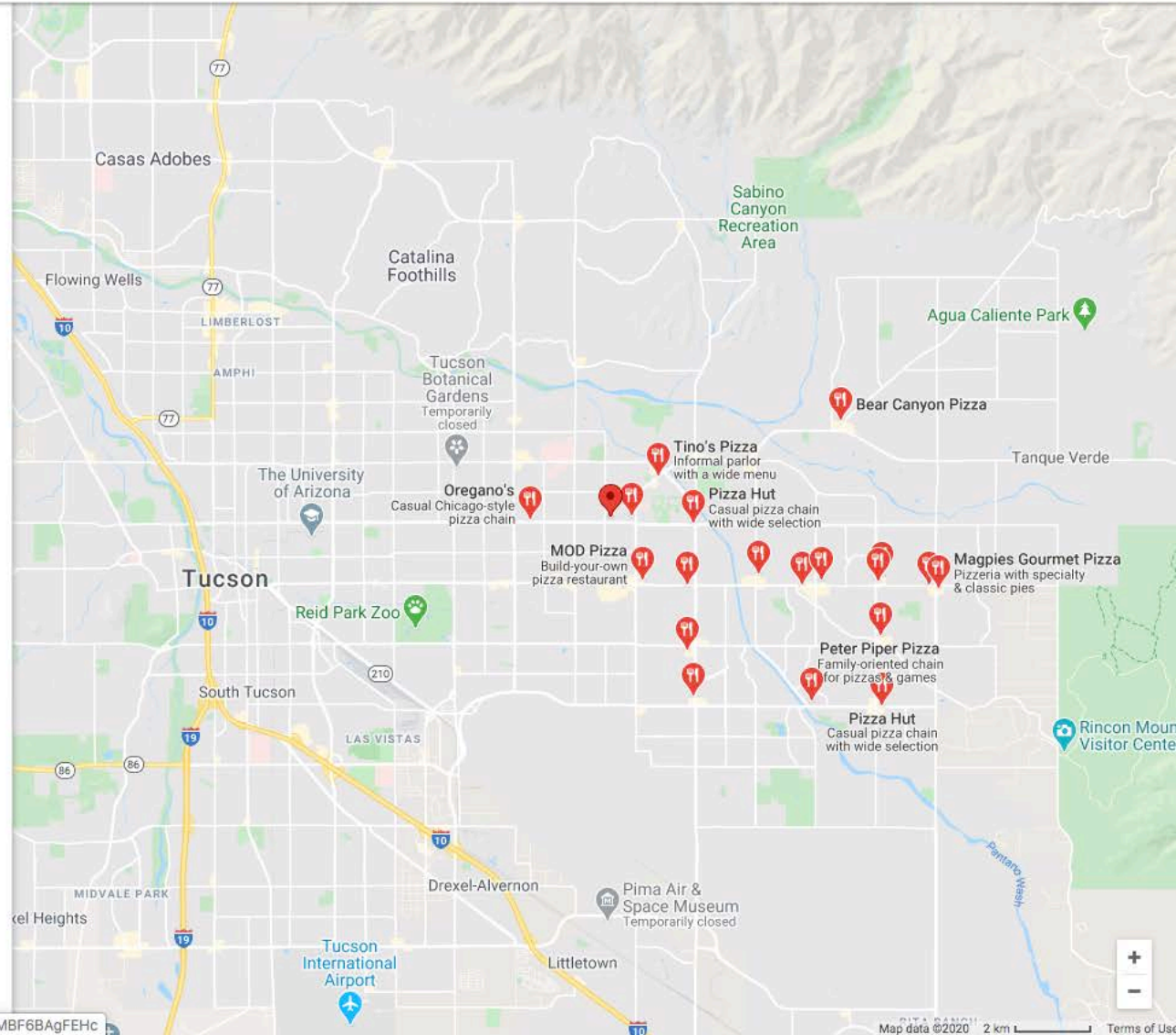


From a Yankee fan

Local Guide · 95 reviews · 18 photos

2 months ago

Great place, food is always good. Usually go with the burger but tried the



www.facebook.com › Places › Tucson, Arizona › Burger Restaurant ▾

Serial Grillers - Speedway Blvd. - Home - Tucson, Arizona ...

★★★★★ Rating: 4.8 - 498 votes

Serial Grillers - Speedway Blvd. - 5975 E Speedway Blvd, Tucson, Arizona 85712 - Rated 4.8 based on 498 Reviews "My cousin and his wife took me here..."

www.yelp.com › Restaurants › Pizza ▾

Serial Grillers - 622 Photos & 882 Reviews - Pizza - 5975 E ...

★★★★★ Rating: 4.5 - 882 reviews - Price range: \$11-30

882 reviews of **Serial Grillers** "I can't believe I am the first one to review this place. I was completely blown away by this little gem. This food truck whips up some ..."

www.yelp.com › Restaurants › Pizza ▾

Serial Grillers - 325 Photos & 264 Reviews - Cheesesteaks ...

★★★★★ Rating: 4 - 264 reviews - Price range: \$11-30

264 reviews of **Serial Grillers** "Best cheesesteaks in Tucson !!! Come out and get some Killer food ! They are killing it on the grill everyday !"

tucsonfoodie.com › 2019/11/26 › serial-grillers-on-speedway ▾




Serial Grillers now open in former Lotus Garden on Speedway

Nov 26, 2019 - As of Wednesday, **Serial Grillers** will begin operations two blocks down at 5975 E. Speedway Blvd., the former home of Chinese restaurant ...

slicelife.com › Restaurants in Tucson ▾

Serial Grillers Menu - 5737 E Speedway Blvd, Tucson, AZ ...

5737 E Speedway Blvd, Tucson, AZ 85712 Give **Serial Grillers** a call at 520-546-2160 to order. We hear their food's delish. Menu. Download the Slice App to order the best pizza in Tucson! Save on your next order at **Serial Grillers** with Slice, the pizza app.

 Does Serial Grillers have any deals?	▾
 Where is Serial Grillers located?	▾
 What food is served at Serial Grillers?	▾

www.tripadvisor.com › United States › Arizona (AZ) › Tucson ▾

SERIAL GRILLERS, Tucson - 5737 E Speedway Blvd - Menu ...

★★★★★ Rating: 4.5 - 143 reviews - Price range: \$

Serial Grillers, 143 reviews#69 of 1,248 Restaurants in Tucson\$AmericanPizzaVegetarian



SERIAL GRILLERS

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[MENU](#)

[ORDER](#)

[BEER](#)

[CONTACT](#)

[More](#)

[ORDER ONLINE](#)



WE ARE STILL OPEN!

ALL STORES WILL BE OPEN FOR TAKE OUT
AND PICKUP ORDERS ONLY.

ONLINE ORDERING IS AVAILABLE AT:
WWW.SERIALGRILLERSAZ.COM

WE ARE SWITCHING OUR HOURS TO:
11AM-7PM EVERY DAY

Thank you for your support and understanding!

Enriching Your Customers & Employee Relationship

PART 2 (SIDE POINT) – A NEW RELATIONSHIP WITH YOUR CUSTOMERS

Put Your Customer's Mind At Ease

- ▶ Once you have their attention, then what?
- ▶ Engage with them at a level that they know you are committed.
- ▶ Roll out your best products or service.
- ▶ Shoulder all of the risk at first to put your customer's mind at ease.
- ▶ Offer them a free consultation or sample of your product.
- ▶ If it doesn't work, "Shake hands and wish them well."

Offer Unparalleled Quality, Service, And Dedication

- ▶ Customer's needs may be great and require dedicated work.
- ▶ Learn what their immediate needs are and meet them NO MATTER WHAT.
- ▶ They will trust that you are MORE than capable of meeting their needs in the long run.
- ▶ Demonstrate such high quality, service, and dedication that you have a customer for life.

Building A Long-Lasting Relationship with Your Customers

- ▶ Goal is to assure them that they can trust you to meet their needs.
- ▶ Their need is your need, and it is just as important to you as it is to them.
- ▶ Predict and meet their needs before they're even aware of them.
- ▶ Never stop meeting their needs and exceeding their expectations.

Enriching Your Customers & Employee Relationship

PART 3 – A NEW RELATIONSHIP WITH YOUR EMPLOYEES

Your Employees = Your Team

- ▶ Your employees are the life source of your work.
- ▶ Reengage them in a way that makes them feel:
 - ▶ Heard
 - ▶ Valued
 - ▶ Understood
 - ▶ Important

Reassessing Your Employees = Reassessing Your Business

- ▶ You must reassess your business.
- ▶ Explore what is missing:
 - ▶ What's working?
 - ▶ What's not working?
- ▶ Continue to re-imagine and re-explore the possibilities.
- ▶ Nothing to fix.

Start By Reconnecting With Your Team.

- ▶ Communicate with your team often.
- ▶ Ask them from their perspective, “What is missing in the company?”
- ▶ You can also ask them, “What would you improve?”
- ▶ Host a weekly virtual meeting:
 - ▶ Ask them to give an update on how they are dealing with COVID-19 and its stresses in their own life.
 - ▶ Give an update on the business and what’s going on behind the scenes.

Communicate One on One As Well

- ▶ Good idea to check in One on One.
- ▶ Four Most Important Questions to ask in a One on One:
 - ▶ How do you like to be praised? How do you like to be rewarded?
 - ▶ How do you like to be critiqued?
 - ▶ What is the best part of your position?
 - ▶ What would be one thing that you would never want to do again in your position?

Making Them Feel Safe, Secure, and, Heard.

- ▶ Super important to create something together with the help of your team (employees, contractors, and subcontractors).
- ▶ Make sure that you help them feel safe and secure as you move through the phases of reopening.
- ▶ Allow your team to cheer you on as you cheer them on.
- ▶ Teamwork makes the dream work!
- ▶ Wrap this around in your Mission, Purpose, and On-Going Goals.

Time to Trim The Fat

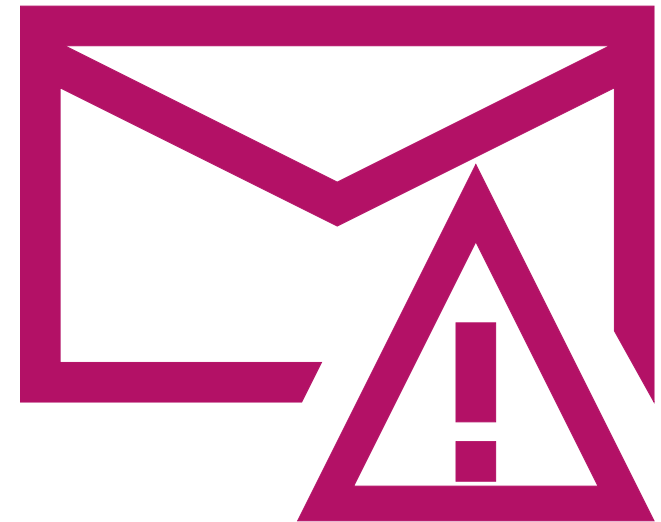
- ▶ Some employees were pulling the company down even before COVID-19.
- ▶ You know who they are.
- ▶ Time to trim the fat so you can fully rebuild your company without hesitation.
- ▶ You have lives to consider: Yours, your customers', and the employees who DO want to be part of your team.

Enriching Your Customers & Employee Relationship

PART 4 – TIPS AND TRICKS TO MAKE THEM STAY FOREVER

Tips and Tricks for Customers

- ▶ 1. Reward them for their loyalty as often as you can, as much as you can.
- ▶ 2. Remember important dates/special occasions and send them a handwritten note and gift.
- ▶ 3. Give them some swag (merchandise: shirts, hats, pens, etc).
- ▶ 4. Email them a special offer that they can use for a limited time.
- ▶ 5. Surprise them and refer customers to them (if they are also a business owner).
- ▶ 6. Take the time to talk with your customers and get to know them.
- ▶ **Bonus: Take them out for coffee or to their favorite restaurant.**



Tips to Reengage Past Customers

- ▶ 1. Meet up for coffee or take them to their favorite restaurant.
- ▶ 2. Send a personal email letting them know of your new services.
- ▶ 3. Learn what services they are offering and send them referrals.
- ▶ 4. Reach out and ask them, "How can I help you on your journey right now?"
- ▶ 5. Offer a service for a limited time and ask them to "Pass It On" if they don't need it at the moment.
- ▶ **Bonus: Send them a handwritten card.**

Tips for Your Employees, Contractors, and Subcontractors

- ▶ 1. Have a weekly meeting where your team can reconnect with each other (can be done virtually using Zoom or Google Meets).
- ▶ 2. Schedule One on One's either once a quarter or every 6 months (remember to tell them it has nothing to do with their job performance).
- ▶ 3. Give them some awesome swag (merchandise: pens, hats, t-shirts, trips, spa days, etc.)
- ▶ 4. Reward them the way they like to be rewarded – make it a surprise!
- ▶ 5. Remember their important dates and special occasions. Make it a big deal.
- ▶ **Bonus:** Support their favorite cause.

Enriching Your Customers & Employee Relationship

PART 5 – CONCLUSION

As You Re-imagine Your Business

- ▶ Ensure you include your most loyal:
 - ▶ Customers
 - ▶ Employees
 - ▶ Contractors
 - ▶ Subcontractors
- ▶ Make them a valued part of the Brave New Business that you are creating.

Don't Be Afraid to Roll Up Your Sleeves

- ▶ Don't be afraid to take risks to show your customer you are capable and committed.
- ▶ Find out what their immediate needs are and meet them.
- ▶ Give them your best and don't let up.
- ▶ Put the customer's mind at ease and demonstrate that you are the expert.

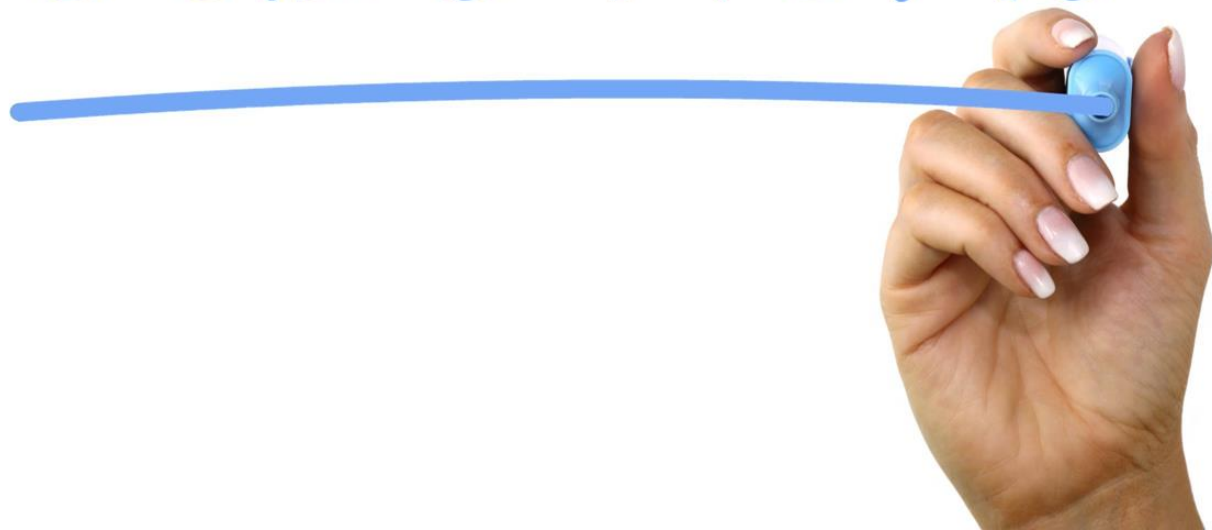
Mission, Purpose, and On-Going Goals

- ▶ Important to re-examine your Mission, Purpose, and On-Going Goals to ensure they are relevant to what is happening now.
- ▶ Use these as a guide to help your business respond during difficult times.
- ▶ Use them to define how you treat your customers, employees, contractors, and subcontractors.
- ▶ Share these with your team and have them read them often.

Safe, Secure, and Heard

- ▶ Remember that safety and well-being must be the greatest concern for your team and your customers.
- ▶ Explore options with your team on how to perform their jobs safely.
- ▶ Listen to feedback from your customers.
- ▶ Trim the fat where needed (customers, contractors, subcontractors, and employees).
- ▶ Rediscovery is a never-ending process.
- ▶ Teamwork makes the dream work!

QUESTIONS



Last Set of
Questions

We Are Offering a FREE Digital Marketing Assessment (no strings attached!)

- ▶ **FREE, no obligation, 60-minute Digital Marketing Strategy Evaluation**
- ▶ Includes:
 - ▶ Evaluation of your overall online presence.
 - ▶ Evaluation of your current online marketing strategy.
 - ▶ Overall business assessment.
 - ▶ (Valued at \$500.00)
- ▶ Visit our website to schedule an appointment today. Let us help you increase your business visibility by 15 percent in less than 6 months.



<https://octavia.social/promotions/>

Our Next Session will be on Wednesday, August 12th, 2020

▶ Session 4: How to Successfully Run A (More) Virtual Business

Processes, productivity, performance, and profitability are all crucial to a successful business. This webinar will teach you how to ensure your virtual strategy is maximizing these key components no matter the economic or seasonal climate.

- ▶ Using online task management programs to maximize how you organize and assign your resources, improve productivity and increase profitability.
- ▶ Best practices for creating work/life balance when working from home, while avoiding any of the typical pitfalls that may arise.
- ▶ Plus 10 bonus tips on how to reward yourself for all your hard work and accomplishments!

Thank You for Your Time!

- ▶ You will receive an email with:
 - ▶ Webinar recording
 - ▶ PowerPoint slides
 - ▶ Survey to complete
- ▶ Thank you to our Community Partners!



Session 67: Enriching Your Customers & Employee Relationship

THANK YOU TO OUR COMMUNITY PARTNERS!

