

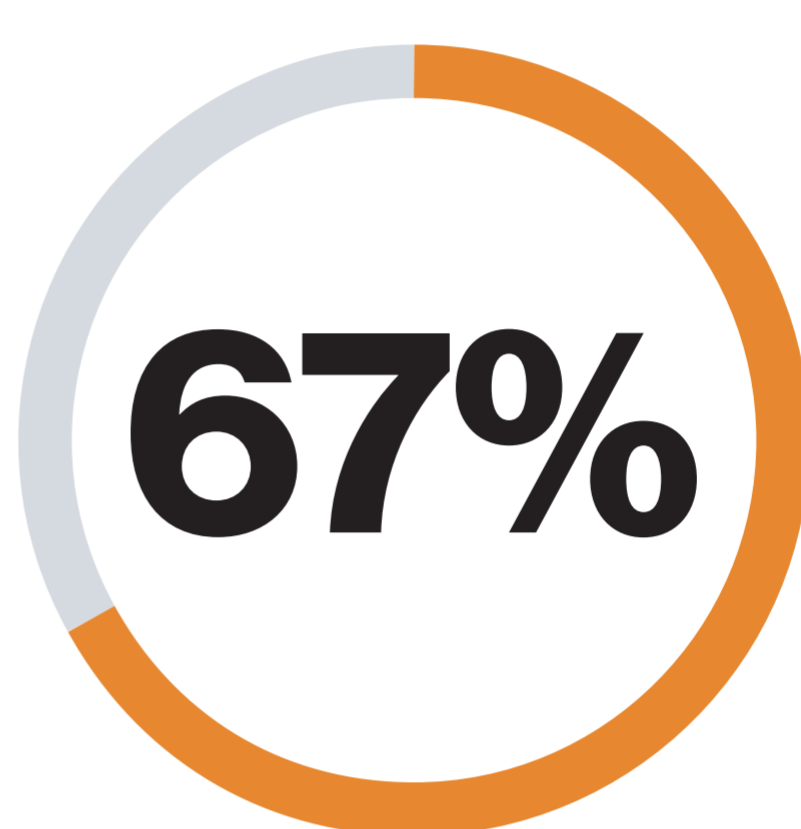
When customers expect more, you're ready to deliver.

ready ✓

When customers reach out to you, they expect the interaction to be quick and easy. Read how you can provide personalized and efficient service that helps build customer loyalty—and market share.

Yesterday's status quo is far from today's standard.

Winning customer loyalty in a fast-changing marketplace requires customer experiences that continually surpass rising expectations.



Sixty-seven percent of more than 6,700 consumers and business buyers surveyed around the world in June 2018 say their standard for good experiences is higher than ever.¹

How can you deliver the best customer experience every time?



Learn from your customers.

Take the time to talk with your customers. Spend time listening to what they like about your business and where you can improve. Ask them to share in person, on the phone or through a satisfaction survey. Start the conversation with your most loyal customers and then branch out.



Make buying easier.

Review each step your customers must take to buy from you. Remove or simplify the ones that make it too complex. You might look at your return policy to remove potential worries or hassles for customers, especially first-time buyers. Look at your fulfillment steps and see if they're a barrier to customer satisfaction.



Be responsive.

When a customer takes the time to call, they want to speak to a live person. So you or a member of your team must answer. It's a great opportunity to connect with your customers and win their business again and again. Having a mobile-first business phone system is the key to making sure your customers can reach you—whether you're in the office or on the go.

Answering every call helps build strong relationships. Imagine that.

[Learn more](#)

One TalkSM from Verizon gives you the opportunity to turn every customer call into a positive experience. With easy-to-use features like Auto Receptionist, one business number and Hunt Group, you can deliver exceptional customer experiences over both desk and mobile devices wherever business takes you.

Contact your Verizon Wireless business specialist to learn more about how One Talk can help you grow your business by never missing an opportunity to connect with customers. Find your representative or locate a retail store near you at vzw.com/myrep

verizon ✓ **business ready**

¹ <https://www.salesforce.com/blog/2018/06/digital-customers-research.html>

One Talk-capable desk phone must be purchased from Verizon to support some of these features. Features available on select phones and smart devices. Activation of the One Talk feature and broadband connection is required. Network details & coverage maps at vzw.com. © 2018 Verizon. INF1410817