

Small Business Center at Forsyth Tech “Increasing Business Success”

Customer Experience

In a recent article, I shared a few social media suggestions. Some of you have learned that the Small Business Center started a YouTube channel a few years ago. We regularly share brief videos with business tips, information about upcoming events, and conversations with local business owners. You can find our YouTube channel by visiting our website. One of these videos discusses social media.

This month, I am pleased to discuss the importance of Customer Experience. The theme of the Small Business Center in June was Customer Experience. We strongly believe that businesses often fail because they do not focus on providing the best experience possible for their customers. We all have choices about how and where to spend our money and our time. Here are a few ways that you can increase the likelihood that your customers return and encourage others to check you out:

1. Presence – We must position ourselves so that we are visible in and connected to our community. People enjoy purchasing products and services from businesses that are well known and connected to people in their networks.
2. Responsiveness – We must do all that we can to respond to needs and concerns of our potential customers. This is especially true when there are hiccups in the customer experience. People are very likely to share with others when they have bad experiences with you.
3. Consistency – We must be consistent in our engagement. We must develop a reputation for meeting customer needs. Everyone wants to work with those that have demonstrated reliability and sustainability.
4. W.O.W. – We must make it our intention to go beyond our customers’ expectations. One of our presenters, Gianna Clark, teaches a class about creating Customer W.O.W. As a result, I wear a wristband that reminds me to provide What’s Needed, On Time, With Value. It’s a shame that some businesses don’t seem to try very hard to be the W.O.W.
5. Value – We must provide value rather than sell stuff. One of the classes that we offer twice every month is called Branding: Clarify Your Message. We help business owners to master their message of value. This message must clearly communicate why we should be the choice of potential customers as opposed to numerous alternatives.

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and

existing business owners in Forsyth and Stokes counties. Our motto is “Increasing Business Success,” which describes our commitment to clients. The N.C. Community College’s Small Business Center Network assists in starting an average of more than 800 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 2,800 jobs annually. You may learn about our services at www.forsythtech.edu. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston- Salem. You may also contact us at SBC@forsythtech.edu or by calling (336) 757-3810.

Article appeared in Black Business Ink.

If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for information, including small business educational events and one-on-one mentoring.

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Address: 525@Vine Street Winston-Salem, NC 27101

Website: <https://www.forsythtech.edu/courses-programs/for-businesses/small-business-center/>

