

## Connect with your customers

Ever see an ad for something and go to the website to order it and find no mention of the offer you just saw? Ever call a company about which your neighbor raves and get stuck on hold? Ever love your doctor but despise the waiting room? These disconnects in customer experiences are not uncommon, but they can undermine the power of your brand and the loyalty of your customers.



### Findlay Roofing raises the roof in praise of Kudzu

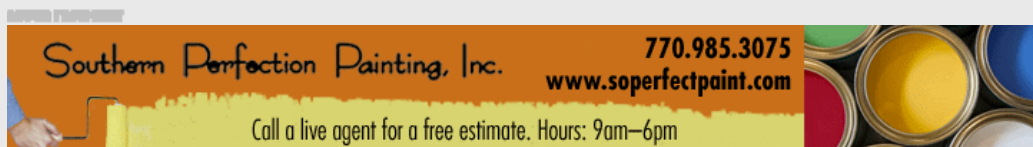
*"We've never had a negative return on investment from our advertising on Kudzu."*

[Findlay Roofing](#) is a family-owned and operated roofing company with 13 crews repairing and replacing 35-45 roofs a week as well as providing insulation and ventilation improvements in the metro Atlanta area. Not a day goes by without its phones ringing with calls from Kudzu users.

"Kudzu is absolutely our highest return on investment for our advertising dollars," stated Marcella Strech, Findlay Roofing's office manager. "In fact, we got rid of all our other advertising vehicles so we could focus on Kudzu."

Findlay Roofing received immediate response from Kudzu when it listed its business as a basic profile. It has since expanded its presence to become a premium sponsor and now sponsors the Virtual House as well.

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## Get in touch with customer touchpoints

*Consistent messages help build brand loyalty*

Customers have many "touchpoints" with your business, from the ads they see, to the information that can be found on your website, the customer service received over the phone, the timeliness of service calls, the quality of vehicles and equipment, the perceived value of the service, and any follow-up communications including billing, newsletters and more. If you send mixed messages to customers, you can appear less professional, less organized, and less trustworthy, even if your service is stellar. In today's competitive marketplace and tight economy, why introduce seeds of doubt about your business?

Think about potential new customers and how many touchpoints they could conceivably have with your company. If they see an ad that includes your web address, does your website mention the offer mentioned in the ad? If they call a phone number as a result of the ad or website, does the person answering the phone know about the offer? If your branding message includes a promise of quality and timeliness, are those attributes demonstrated in service calls? Are follow-up communications timely and of high quality? In order to make an overall positive impression on consumers, you must be able to offer a consistent customer experience, from beginning to end.

Take a look at your [Kudzu profile](#) now. Are descriptions, photos, videos, credentials and maps consistent with your website? With your ads? With your store or office environment, if customers come to your place of business, or your vehicles, uniforms and other indicators of your company if your technicians go to customers' homes? Consider surveying your customers to find out what they think about these various touchpoints with your business. You may uncover gaps in consistency that provide an opportunity for strengthening the impression your company makes with customers. You may even find that customers value one of the touchpoints more than you realized - such as getting a live voice when they call your office - and decide to invest more in that aspect of your business.

## Consumer review spotlight

Take a look at what *nickdeacs* says about [McLartys Dixie Firewood](#):

### **Dependable and good quality**

They deliver when they say they will and give good quality firewood. The office staff is wonderful, they keep records of what we ordered last year so that we don't have to try to remember! Great staff and on time!

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