

## Make sure that all your hard work pays off and that you maximise your commissions by building and maintaining your customer base!

Strong customer relationships and retaining your customer base are key to your business success. Some tips for customer retention include:

- Contacting your customer 15 days after their order has been submitted to ensure that they have received their welcome letter indicating that their service is active. This is an ideal time to welcome them to ACN and recap on the competitive services that ACN offers.
- Checking on a regular basis that they are satisfied with their service. You know your customers and the best time to make contact with them, however it is always important to stay in touch!

## Script for Welcome Calls

"Hi, it's \_\_\_\_\_ here, how are you today?"

< Wait for response >

"I'm just giving you a quick call to see how your ACN service is going?"

### Positive response

"That's great. A lot of my other customers are enjoying the great benefits of being on ACN, particularly with free ACN-2-ACN calling and great rates all day as well."

"Remember if you would like any of your friends and family to enjoy these great benefits too let me know. The more people you know on the ACN network, the more money you can save!"

< Wait for response >

"Keep in mind also your previous service provider may contact you about returning your service. If this does happen, please let me know so that I can offer you support in reviewing your options to ensure that you get the best deal."

"Thanks again for joining ACN, I'll stay in touch and if you have any queries at all please let me know."

### Negative response

"I'm sorry to hear that. Can you explain exactly what the issue is so I can resolve this with you?"

< Let the customer explain in their own words >

Often the customer simply requires clarification, so please provide further details. Refer to the sales process questions and answers document on your IBO Back Office for some responses to more common questions – particularly pricing.

### If you are unsure of the information

"Thanks for letting me know about this. I have noted the details and will follow up for you. Can I call you back later today with the answer?" Contact the ACN IBO Services Team for information.

If the customer wishes to make a change on their account they must call the ACN Customer Service Team themselves for privacy reasons. Let the customer know the Customer Service number of 1300 881 778 (Australia) or 0508 226 000 (New Zealand) and to give you a call when they are done if required.

## **If the situation is okay now but the customer had a poor experience**

"I'm sorry to hear that. Please explain to me exactly what happened so that we can resolve it together in the future."

## **Finish on a positive note**

"I know you have had some concerns but the majority of my customers are enjoying the great benefits of being on ACN, particularly with free ACN-2- ACN calling and competitive rates all day."

"Remember also, if you would like any of your friends and family to enjoy these great benefits too, then let me know. The more people you know and call on the ACN network, the more money you can save!"

"Thanks again for joining ACN. I'll stay in touch and if you have any further concerns at all, please let me know."