

Information and planning steps you can use to make the most of...

Your Touch Point Advantage

HELPING YOUR CUSTOMERS PROVIDE YOU WITH TESTIMONIALS

If you'd like to receive more customer testimonials, then make it easy for them to tell you what they think. Sometimes a few negative comments can make us completely overlook the positive ones.

It's a great feeling when one of your customers decides on their own to send a note or make a call to complement your staff or your agency. And, of course, sharing these testimonials helps customers and prospects alike appreciate what you have to offer.

However you don't always need to wait for testimonials to come in as a rare and pleasant surprise. In fact, the best way to encourage testimonials is to ask for them. We're not saying you should ask a customer "Could you send me a testimonial about how great our agency is at saving you money and taking care of your needs?"

Rather, just ask them to, "Let us know how we did." or "let us

know how we're doing." You may have more satisfied customers than you realize. And they may not only be satisfied but also willing to say so in print!

Often a great response that can be used as a testimonial can come from a simple follow-up question asked at the end of successful service call.

Another great time to ask the right question to elicit a comment that can turn into a testimonial is after

a completed coverage review that been requested by the customer.

Here are several other examples of ways to ask:

- Send a brief satisfaction survey to each new customer. Be specific. It's okay to ask leading questions.
- Send a formal letter to selected clients thanking them for their business and telling them what a pleasure it is to serve them. Then ask

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them to tell us how we're doing.

- A handwritten personal note makes an impression. And instead of asking them to let us know if there's anything we can do for them, instead, ask them to let us know if we're meeting their expectations and satisfying their needs.

The odds are quite good that you'll get some great

comments using any or all of these methods.

Customer testimonials can also cross the personal lines/commercial lines boundary. It impresses personal lines customers that you're doing a good job for your business clients and vice versa.

From an impression standpoint perhaps the best time to get a rave review is when you're able to help the customer successfully resolve a

claim. Many people have a natural fear and a great deal of uncertainty in a claims situation. A positive customer testimonial can let everyone know that if they too have a claim, you're there to help.

The following are a selection of actual testimonials posted on a variety of agency websites. Reviewing them should give you some ideas about how to ask questions in a way which encourages a positive response:

Sample Testimonials:

Dear Tom, Just a note to express our appreciation for your good services on our behalf in negotiations with the insurance Co regarding our water damage. We are totally satisfied with your professionalism and pleased with the settlement of our claim. Thank you so much!

Our home was hit with a hail storm in May of 2010. The day after the storm. I noticed holes in my vinyl siding done by the hail. I called my insurance agent at your agency. An insurance adjuster called me the next day to set up an appointment to come over to look at the damage. He knew that the damage was caused by hail. He told me we need to look at the roof also.

Well, the roof was also damaged. Our adjuster, Jim, was very knowledgeable on what needed to be done to repair the home and what the cost would be to fix all the damage. This was the first time we ever had to put in a claim and it was all new to us. Jim acted on our claim very fast and we had a check in just a few days. He also worked with our contractor that we hired making sure that the repairs were going to be done right and up to the housing codes. Our house was the first one done on our street with all the repairs made. My neighbors are so envious of us.

Several years ago, Jinnie Johans encouraged us to consider transferring our business owner's policy as well. This year our existing policy was reviewed. Jinnie suggested helpful changes that would provide better coverage for the existing policy, and provided some other quotes. As a result of her consistent follow up and recommendations, the policy was recently transferred.

We now have two great working relationships at the agency! Thank you for the awesome customer service! It is a pleasure to work with you both."

Thanks Meg. You guys are so good I told Tom I didn't need to follow-up with you. You are much appreciated!

Thanks to both of you for your assistance through this mini-nightmare.

Wow, I have suddenly started breathing again. Susan, I want to let you know how much I appreciate all of your help.

Tom, thank you very much. And please thank Andrew for me. This is a great relief.

Jenna, I've appreciated your insights and support over the years and will not hesitate to send referrals your way.

I appreciate all you have done for us throughout the year. You guys do a great job and I don't hesitate referring our professional friends and clients to you as we have done in the past.

Thank you so much SJ; this is definitely a much, much better policy than that rinky-dink policy I had.

Well, all of you deserve a round of applause; I'm sure you have to work in the background far too often without all that much praise. We see your efforts and will be your clients for a long time because of the service we receive. Thanks again.

You saved us money and you are a pleasure to work with.

Our insurance agent explained everything very well to us and gave us great customer service.

They were very helpful with assisting me in choosing the right policy for my needs.

Mandy was extremely easy to work with and helped me get a much better deal on my home & auto insurance.

Having known Jim Moran for more than 30 years, I can tell you that he is a rare find in the business world. He is low key and knows how to get the job done with little or no difficulty. His best attribute is his honesty. I have yet to meet anyone in the finance and insurance world with his tenacity for the truth in good times and in bad. He treats all of his customers like family, meaning your problems soon become his problems. He fights on your behalf even if it costs him in the short term.

Mary offered me the best price on auto insurance and was also able to drop my annual cost \$500.

Diane was great. She got back to me in a timely manner and my insurance rate is a lot cheaper. We are happy!

The service was great. Helped in a hurry. They stayed late on a holiday weekend to help me, I was truly grateful.

Chanelle was very nice and took her time with us.

I have all my insurance with you and I am very happy with the service I get from everyone there!

Jan's professionalism was beyond compare. I feel 100% confident with my coverages and her handling of my account!

My overall experience was so pleasant with the friendly staff and beautiful office.

Great service!

The staff has always been very pleasant and helpful. During my recent homeowners and auto insurance upgrade, Cindy researched additional companies and found better coverages for a lower premium. This exceeded my expectations and I was very pleased to receive this type of service.

Thanks for getting me double the value on my homeowner's and auto insurance at half the price. Great service and Great value! Highly recommended to all my friends.

Janice was a real help in my decision making. She made it so easy for me to make up my mind.

Janice was wonderful. Extremely helpful and prompt in her responses.

It was a pleasure working with Adams Insurance. Nancy Willis was extremely professional and patient with me as she presented the various options to me for homeowners and automobile insurance policies. She answered all my questions with complete explanations. She was willing to work with me until I fully understood each policy and each option so that I could make educated decisions regarding the coverage options. In the end I am very satisfied with the policies I have purchased and I am confident that you will be there for me for any future needs I may have.

We want to truly express our satisfaction with Hensen Insurance Agency and everyone on their staff. We had issues with our house roof and they were there to help right away and stayed on top of our claim.

Thanks to Harris Insurance Agency for everything you do. You keep the cost down and without sacrificing customer service.

A few years ago, we had a problem and found ourselves unhappy with the insurance company that we had our business with for many years. We began asking neighbors who their agent was, and found several people recommended Grant Insurance. So, after much discussion and procrastination, we called Clyde and asked if he could quote our business. Not only did he save us quite a bit of money but the transaction was so smooth we didn't really notice. The service has been excellent and everyone there is very friendly and helpful.

Changing insurance not always easy, but in these times it really pays to get the best rates and service possible. We would not hesitate to recommend the Agency.

We have been very satisfied with our auto and farm insurance through Elman Insurance Agency. The staff is always been very helpful, friendly, and the service has always been fast.

I was recently able to put our insurance coverage to the test. While traveling on the interstate, a deer hit my van. I called and my claim was immediately acted upon. I was able to schedule the repair to my van that same day. During the repair of my van I was kept up-to-date on the process. I received the highest quality of service throughout the entire experience. When I was able to pick up my van, I was amazed! I would definitely recommend you.