J452 – Memorandum – April Galvan

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|  |  Outdoor Weddings |

Memo

To: CEO

From: April Galvan

CC: Department Heads

Date:

Re: Dissatisfied Clients Need Satisfaction

Recently, a client of Outdoor Weddings has expressed the dissatisfaction they had with our company’s service on the well-known social networking site, Facebook. The client shared with the online public that the ceremony was wonderful, and then stated: “I wish I could be as complimentary about the support services. But not everything can be perfect.” This comment leads me to believe two things: we need to be more involved with our online community and we need to develop easily accessible, two-way communication tools between ourselves and our clients.

We can try to ensure customer satisfaction is by being involved with our online community through social media. By creating our own social media sites we can show our customers that we care about their wants, needs and expectations.

One way we can get involved in social media is by creating a blog. By creating a blog, customers have a forum in which they can post their questions, concerns and comments. By having someone properly manage this blog, customers can get a response from us firsthand. This will also benefit us because we can blog about new products and services, and they can comment as they please in order to give us feedback. This blog is a great way to help us accommodate their desires and improve customer satisfaction.

Two other great forms of social media that we could use in order to communicate with our customers are Facebook and Twitter. With either, or both, of these sites, we can showcase our products to our customers and keep them informed about our new products. This sets up another form of communication between us both.

We might also consider better management of our online website. Our website, if properly maintained, is a great way for us to let our customers know what we are all about. We could provide them with information about our company, price information, coupons and specials for future services, brochures about Outdoor Weddings, commercials, representative, employee profiles, etc. It could be an effective way of giving our customers a clear understanding of who we are and what we would like to accomplish for them.

Furthermore, we could have it be a way of communicating within the company. We could allow employees to have their own page within the company site, where we could add a company newsletter to keep our employees up to date with activities, events and other goings-on of the company. We could still keep the website tied to the public by having everything else be open for their viewing, as stated before, but we could also provide privacy within our company.

In my opinion, there is a pressing need for involvement in social media. If our customers are dissatisfied with our service, then we need to provide them with an easy way to feel that they are being heard. Our customers are the most important part of our company; without them, there is no need for the company. If we take a look back, we can reflect on U-haul. Their company received criticism for poor customer service, and ignoring the situation clearly did not make it an easier on them. We need to deal with issues as soon as they begin, mostly because we want our customers to know that they are valued and respected.

Social media is a great way to communicate with our customers, and we should carefully consider how to go about forming our own. This is a perfect opportunity for us to get creative and create an even better image for our company.