

CHECKLIST: 25 inexpensive ways to wow your patients or customers

Exceed expectations with your performance

- Be on time – for ALL patients or customers
- Follow up with emails – check in to see how they are doing - this can be automated
- Answer questions they ask – make sure they have at least ONE question clearly answered, if there are more than one
- Respond promptly to complaints
- Call them and say thank you
- Send a handwritten thank you note
- Send a helpful or instructional laminated reference guide or chart
- Create a video message and send it via email
- Plan to have coffee or an after-hours drink with clients or customers in the cities that you are visiting
- Schedule lunch at your office and invite patients or customers to attend and share feedback
- Tell your patients or customers how their feedback was implemented
- Create a survey to collect feedback and thank those who complete them with a \$5 or \$10 online gift card

Provide a small gift

- 14. Send a book with a personal note
- 15. Send a pizza or coffee shop or car wash gift card
- 16. Give a free song download
- 17. Send cookies, fruit, or flowers
- 18. Send personalized address labels

Celebrate them

- 19. Throw a non-self-promoting “open house” or holiday party for all of your patients or customers
- 20. Provide small thank you gifts to those who contribute new or improvement ideas or engage with your company online - encourage them to do so with a "suggestion box"
- 21. Celebrate an event, such as a birthday or anniversary with an online greeting card
- 22. Celebrate a milestone, such as number of years as a patient or customer

Acknowledge them

- 23. Donate on behalf of your patients or customers - let others know why in your newsletter BUT maintain anonymity if needed
- 24. Plant a tree on behalf of your patients or customers - let others know why in your newsletter BUT maintain anonymity if needed
- 25. Dedicate a race, a walk or a marathon to your patients or customers - let them know how they inspire YOU

To begin wowing your patient or customer, I encourage you to start small – pick just ONE to get going!