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5 TIPS TO HELP YOU VIRTUALLY CONNECT WITH CUSTOMERS

How you present yourself to customers is more important now than ever before. The days of face-to-face meetings are on hold, so it's time to get creative and come up with new digital solutions. Below are our tips on how you can be making a virtual impact on your customers.

1 VIDEO CHAT IS YOUR GREATEST ASSET

Video chat can help conduct that essential face-to-face meeting with your customers, without actually having to meet in person. Set up a video chat to keep leads warm, conduct virtual consultations or walkthroughs, or manage any account-based tasks. Applications such as FaceTime, Zoom, Google Hangouts, and Microsoft Teams can help your business get the job done.

2 SET UP TEXT MESSAGING CAPABILITIES

It is important than ever that your customers are able to reach you right now, which could mean communicating in ways you may not have considered before, like SMS text messages. Whether you're sending out updates and promos or receiving questions from customers, this is a tool every contractor should have in their back pocket.

3 SET UP AN ONLINE REFERRAL PROGRAM

Most contractors generate leads through word-of-mouth, and with lines of communication becoming more distant, it's up to you to facilitate those relationships. Create a referral program incentivizing past customers to connect you with future customers. By setting up a Google Form, you can collect all the information you need and keep it organized in one place.

4 SHARE PINTEREST BOARDS AND GALLERIES

Maintain your distance from your customers, but keep their dreams alive. Think of this as an extended planning phase and work with your potential customers to bring together their ideal vision. Websites like Pinterest or other online galleries can help you create collaborative mood boards to share with your customers.

5 IMPLEMENT CONTACT-FREE DOCUMENT SIGNING

While there is something to be said about signing a document and sealing it with a handshake, paper-free is more important now than ever. Make contactless contracts the new normal for your team by implementing Adobe E-Signatures or using websites like DocuSign to finalize your accounts.

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