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3 ways to keep customers coming back post-COVID

ALAN MANLY- AUGUST 19, 2022

2 MIN READ



A lot has changed in the two-and-a-half years since COVID started, writes [Alan Manly OAM](#), CEO of [Universal Business School Sydney](#). Digital experience has grown and business needs to look at different ways to keep customers coming back.

With COVID slowly becoming less intrusive across the country, most businesses are now fully open and trying to adapt to a new way of working.

The [move toward digital](#) has grown exponentially since COVID began, so businesses need to look at the different ways they can retain customers in this new marketplace.

Here are three ways businesses can keep customers coming back again and again.

1. Know your customer

The entire COVID experience was unusual from a business perspective in that the products didn't change. It was the customer that changed and the way they interacted with your business. To ensure repeat business in a post-COVID world, it's going to be critical to understand what your customer experiences when interacting with your company.

[Digital natives](#), those who have grown up with technology and eCommerce, are already very comfortable interacting in this new business world.

Others have been forced to quickly adapt to a changing environment. I call these types of people 'digital immigrants'. For these customers, digitally well-trained staff will certainly add a great deal of value. Continued dealings with a business may depend on how well it demonstrates that staff have been empowered to use newly-implemented digital tools.

For businesses relying on going back to the way things used to be, this could sadly mark the end for them.

2. Forget tech for tech's sake

The ultimate test for every business isn't the technology itself, but how it is applied.

As Annette Franz, founder and CEO of CX Journey says, "customer experience is the sum of all the interactions that a customer has with an organisation over the life of the relationship with that company or with that brand."

This means your [customer experience](#) (CX) - which is everything related to a business that affects a customer's perception and feelings about it - is more important than the actual technology itself.

All the technology is now in place, but it's vital that a business understands the correct way to implement these processes. You need to keep the customer's experience at the very top of your list of considerations.

The better the overall experience, the more likely you'll keep customers coming back.

3. Empower your staff

In this new world of technology, there is one thing that sits in the middle of the customer and the product, yet outside of technology. And [that's your staff](#).

Just as customers have been forced to quickly adapt to a new world, so too have staff. Who would have thought that high-end restaurants would have changed to become takeaway or home delivery venues? Many businesses have been forced to [change the way they do things](#)

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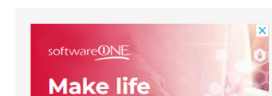
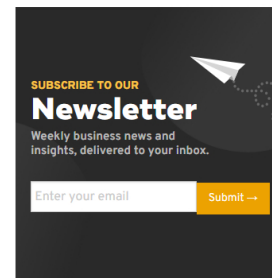
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and it's important that they continue to embrace this flexibility.

Having well-trained staff who are able to understand what the customer wants and needs could be the difference between a customer for life and a one-off sale. Your staff need to deliver this experience for customers across new technological boundaries.

Empower and train staff to embrace the new economy and that will filter through to a better customer experience. And ultimately, a happy customer keeps on coming back.

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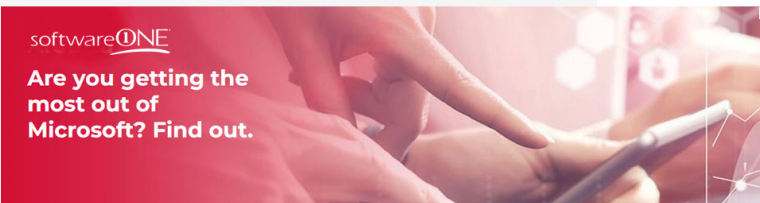
Alan Manly OAM is the CEO of Universal Business School Sydney (UBSS) and author of The Unlikely Entrepreneur. To find out more, visit www.ubss.edu.au



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