**5 Little Things That Make Customer Experiences That Much Better** by Wolcott Wheeler

Sometimes life really is about the little things, especially when it comes to the customer experience. It’s the small things that create an ambiance that can enhance your experience, whether you’re in a restaurant, store, or tavern, and leave you with a very positive impression, and if you’re in a waiting room for an appointment, it can be great to have things to help you pass the time.

That’s why it’s advantageous to offer your customers some added benefits to make them happier and reinforce their loyalty to your business. Unfortunately, we don’t all have the budgets to hire a superstar comedian to drop by and entertain our customers eight hours a day, but here are some economical tips you can easily use to put a smile on your customer’s face and keep them coming back for more.

1. **Common customer courtesy.**

It costs nothing, but lacking it can cost you everything. All customers dislike being treated in a rude, condescending, or untruthful manner. If you increase your courteous treatment of customers, it makes a big impression. Let them know you’re happy to see them, thank them for their business, and ask them what you can do to help. Smile and be friendly. A little courtesy goes a long way. Do they have any questions they need answered? If they have to wait, be honest about the expected wait time and keep them updated on how much longer they have to wait. And when they leave, thank them for their business! Being courteous to your customers could be a deciding factor in your relationship with them, and a lack of it could definitely hurt your business.

1. **Magazines**.

Customers love to look over the latest magazines to catch up on what’s going on—especially since, in this case, they’re free. Be certain to subscribe to periodicals geared to your audience. Newsmagazines are popular, and magazines centered on celebrity news are always snapped up. Women like periodicals targeted for their interests. And for today’s growing Latino audience, magazines in Spanish are greatly appreciated.

1. **A comfortable temperature and good air quality.**

Whether it’s winter or summer, customers enjoy a comfortable temperature with good air quality throughout your business. Make sure your establishment is ventilated and has a pleasant smell. Your customers will breathe a lot easier!

1. **A pleasant bathroom.**

It really helps if your bathroom is not only clean, but also if it has up-to-date fixtures and features comfortable lighting. Potpourri, air fresheners and towels really help, and if you see to it that the toilet paper is always promptly replaced, your customers will be everlastingly grateful. A nice bathroom leaves a lasting impression on customers and shows you care about their comfort.

1. **DirectTV.**

All your customers love to watch television. On DirectTV, your customers can watch the news, entertainment and sports they know and love. The variety of programming is amazing, most of it on HD, and if they’re sports fans, they’re in for a bonanza, with exclusive sports programming unavailable on cable. They’ll be having so much fun, they won’t even notice they’re waiting!

In today’s ultra-competitive business landscape, the fight for customer loyalty is fierce. Word of mouth is your best advertising. You can win over your customers and gain their continued business by simply applying a few of the above tips—and if you use all five, it could be a step toward your gaining more customers and more repeat business.