



How to add value to your customer relationships with Aether Mobile

Customer service is all about adding value and being able to offer something that they may not get from your competitor. You might provide an excellent service to your customers in your industry i.e. insurance, travel, foreign exchange, membership program. However, your competitors may also offer an excellent service to their customers. Have you therefore, considered the following question?

What makes you stand out from your competition and keeps your customers coming back to you?

You could answer this in a number of ways, such as having in-depth knowledge of your customers, industry and business, establishing mutual trust with your customer, respect and rapport with the client, and providing exceptional and responsive customer service. Another aspect of the relationship you may wish to consider adding to the mix is offering value added services.

There are many services you could offer your customers as value added services, such as providing them with information which is unrelated to your service, but is related to them personally, for example, information on their travel destination, how to stay safe abroad, or how to keep in touch for less.

A well-crafted customer value proposition can often make it possible to not rely solely on price in order to increase your customer base. Offering desirable extras to customers makes it less likely that a competitor can pull customers away by simply offering them a lower price. As a marketing and sales tool, value added extras are an invaluable means of breaking out of the mainstream of the competition and distinguishing a business as a leader in a given industry.

Aether Mobile is a global roaming SIM card, or otherwise known as a Travel SIM. The service is the ideal value added extra for companies who deal with consumer and corporate customers involved in the travel process. By offering Aether Mobile to customers, vendors can not only attract new customers and secure contracts which may otherwise have been won by a competitor, but they can also increase the probability of return business from customers.

If you would like to find out how simple and effortless it is to offer the Aether Mobile SIM card as a value added extra to your customers, win new customers, increase repeat business and revenues, please contact us at sales@aether-mobile.com.

It really is very easy!

For more information on the service please visit <http://www.aether-mobile.com>.