

NEW CUSTOMER ORDERS:

1. Email a "thank you" with your contact information and a reminder that you will be following up within the first week of use to make sure they are loving their product and to see if they have questions. If it is a sample order, reach out to discuss how to use the samples and to ensure they are using them properly.
2. Add their email address, phone and notes to your email contacts for future communication. This also helps remind you how you met this customer. Place in the notes section of your email contacts.
3. Add the first follow-up date to your calendar or in your customer management tool in the L'BRI Business Center.
4. If it is an online event, post a "thank you" image in the event and tag the customer.
5. Add/friend the customer on Facebook.

CUSTOMER CARE FOLLOW-UP — NEW PRODUCTS ORDERED:

1. Call within the first week of the customer receiving their order. You can check the tracking information from your orders tab to make sure their order has arrived.
2. Follow up again:
 - 2 weeks from first call
 - 30 days of customer using product
 - 5–6 months from order

CUSTOMER CARE FOLLOW-UP — SAMPLING:

1. Call 3 days after they receive their product.
2. Determine the second follow-up based on the discussion. If they do not reply to the first follow-up call or if they haven't started using the sample yet, wait 2–3 days and contact them again. Let them know you will be checking back on (date).

CUSTOMER CARE FOLLOW-UP — REORDERS:

1. After receiving email confirmation of an order, send an email reply thanking them for their order. Remind them of the other services you offer: makeup color match, facial demonstration with friends for host rewards, teach about our income opportunity.
2. Check customer management tool. If they are trying a new product, add a date in your calendar or customer management tool to follow-up with them.