

CX Fixes to Retain More Customers



3 Fixes That Keep Customers Coming Back

FIX 1: How to Deliver Bad News Without Breaking Trust

Use the “5-Part Trust Script”

These steps help maintain credibility, de-escalate tension, and build long-term respect—even when the news isn’t ideal.

1. Acknowledge the Emotion

“I understand this has been frustrating.”

2. Be Transparent About the Situation

“Here’s what’s happening on our end...”

3. Set Clear Expectations

“Here’s what I can do for you today...”

4. Offer Options

“Would you prefer we follow up by phone or email?”

5. Follow Up Without Being Asked

“Just checking in—did the issue get resolved to your satisfaction?”

Why It Works: *Clear, empathetic communication creates stability and preserves trust during high-stress moments.*

FIX 2: The 10-Minute Weekly Team Huddle

A simple weekly rhythm that builds internal consistency and customer-facing alignment

Structure:

Start With a Win:

Ask: “What’s one moment this week when a customer walked away satisfied?”

Identify One Point of Friction:

Ask: “Where did we see complaints, confusion, or dropped balls?”

Review One Policy or Promise:

Use this time to clarify language or steps that affect the customer experience.

Preview the Week Ahead:

Align the team around any upcoming changes, launches, or expected volume spikes.

Close With Appreciation:

Reinforce positive behaviors by recognizing one example of empathy, professionalism, or leadership.

Why It Works: Team alignment is the foundation of reliable, trustworthy service.

FIX 3: The Follow-Up Flow That Drives Repeat Business

Use this 3-step sequence to stay top of mind and build long-term loyalty

Timing	Message Type	Purpose
1-2 Days Post-Purchase	Feedback Request	“We’d love to hear how your experience went.”
1 Week Later	Added Value	Share a useful tip, resource, or offer relevant to their purchase or service
3-4 Weeks Later	Invitation	Invite them to refer a friend, leave a review, or engage with your community

Why It Works: Proactive follow-ups demonstrate attention to detail, care, and a long-term relationship mindset.

Want help applying this to your business?

Follow @ElringtonExperience on IG for more trust-building strategies.

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