

## 5 Ways to (Virtually) Connect With Customers

We can't stress enough the importance of connecting with customers, especially during times of uncertainty. If you prioritize building connections, then customer trust and loyalty strengthens. This results in an all around better B2B relationship.

Here are five strategies for customer connection that you can implement today!

### 1. Learn Their Stories

Every team has a different story – listen to it! You'll have better insight into how they interact with your product day-to-day and how it has changed the way they work. Knowing the whole story equips you to better support customers. And if you have great customers like we do, there might even be a chance to showcase their successes!

### 2. Ask for Feedback

Some customers won't give feedback until they're asked, so make sure to ask on a regular basis. This opens a line of communication and helps them feel comfortable sharing their thoughts. Feedback can be gathered through account managers, customer service specialists or even third-party review websites.

### 3. Personalize Communication

Caring about each customer as a person – and not as an account – is necessary to connect. Life exists outside of work! Over time you'll find that 'How are you?' has morphed into 'How was your birthday last weekend?' We need to do our jobs efficiently, but there is always time to make a human connection.

### 4. Use Video

While nothing beats face-to-face contact, video communication is the next best thing! When talking with customers, unless a screen share is crucial, the video should be on. This allows for a more personal connection and leaves little room for misunderstanding. There are even backgrounds to make it look like your WFH setup is on the beach or in front of an impressive bookcase!

### 5. Host Virtual Events

Events show that your company appreciates the work and interests of its customers. The Canto team hosts a series of (now) virtual events called Canto Connect. These give our customers a unique space to discuss digital asset management, industry trends, goals and wins. Canto Connect events are also prime networking opportunities!

Building customer connection takes time, but if you put in the work, you'll see relationships flourish!