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# Seminole Chamber of Commerce

"Connecting People, Business, & Community!"

## 2022 CHAMBER BENEFACTORS

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JULY 2022    Volume 14, Issue 7

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- ◆ Anne Martin - Administrative Assistant PM

Please plan to attend the Community Send Off to honor longtime Executive Director of the Jasmine Moran Children's Museum,

**Marci Donaho.**

**PARTY TIME!**

Join Us to Celebrate

## Marci's Retirement

Wednesday July 6, 2022  
3:00 - 5:00 pm

The Jasmine Moran Children's Museum  
1714 W. Wrangler

Join us for a celebratory community send off for Marci Donaho at the Jasmine Moran Children's Museum on Hwy 9. Everyone is encouraged to stop by and wish her well on this new season of her life!

326 E. Evans ~ Post Office Box 1190 ~ Seminole, OK 74818-1190  
Phone (405) 382-3640 ~ Fax (405) 382-3529  
Visit us on the web at [www.seminoleokchamber.org](http://www.seminoleokchamber.org)

### What is Customer Relations (and Why is It Important)?

Customer relations describes the efforts that a company takes to create ongoing relationships with its customers. Often with a long-term view, these activities can range from updating methods of communication to completely evolving the customer experience. Each organization often chooses a specific approach to customer relations that suits their unique customer needs, but typically the goal is to maintain a constructive environment for solving issues while collecting valuable feedback for future improvements. It is always best to create a mutually beneficial relationship that delivers value for both the customer and the company.

Customer relations may not be a new topic in business, but what has changed is the way that we interact. With today's digital and web-based environment, customers are becoming savvier and continue to seek more convenient ways of communicating with brands. Also, with more streamlined solutions provided to companies for the manufacturing and distribution of their products, a key differentiator is becoming the ability to create a compelling customer experience.

It is important to remember that these customer needs are driving a significant opportunity for companies as there are clear gaps between customer expectations and the ability of brands to deliver. For example, one study found that 77% of customers think that it takes too long to get in touch with a live agent. In addition, the results showed that the average person waits for 11 minutes before hanging up, with 67% of customers hanging up because they couldn't talk to a person. This data paints a clear picture of the typical customer's level of patience and the high value that they place on personalized interaction.

#### Why Is Customer Relations Important?

The primary benefit of healthy customer relations is the influence that you can have over long-term customer retention. Building trust today means giving your customers what they want, both in terms of product performance and also services that your company provides. Thinking through your entire engagement with a customer can help to identify any weak points that may lead to disappointment. Finding and improving those capabilities with a holistic approach can lead to higher customer satisfaction over time.

Continued on page 3

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Continued from page 2

Through customer relations development, your company can take a proactive approach to building customer relationships. It's different from customer service activities, which tend to be reactive and based on customers' immediate issues and needs. It is necessary to be proactive with customer relations, but also to involve customers in the process by collecting feedback and keeping communication channels open. Engaging your customers gives them a voice in your future direction, allows you to anticipate future needs, and builds immediate trust.

Your loyal customers can provide some of the most critical feedback directly to your company and also among people they trust. Word of mouth can help or hurt your brand, depending upon the experience that each customer has had. It's imperative to find ways to make each interaction between a customer and your brand a meaningful one. Your product and branding may get them to buy, but ongoing relations is what gets customers to stay or pushes them to leave. Developing your customer relations competency can be a true differentiator for your operation.

**How Can I Improve Customer Relations?**

There are a number of steps that a company can take to strengthen their customer relations. Improvements to consistency and responsiveness of service are two of the most impactful. Implementing innovative technologies that support collaboration and streamline customer relationship management is a step many companies take. A shared inbox, for example, can be used by your support team to manage tickets and maintain a streamlined approach to fulfilling customer requests.

Another common tool for developing customer relations is a knowledge base, which creates an accessible database of information that your support team and customers can access. Once established, it can become an essential resource for finding answers to common issues and accessing product and service information. Many companies also take advantage of customer portals to give their existing customers direct access to their system. Through a customer portal, customers can log in to access company resources, manage their tickets, and communicate with your team.

Technology plays a vital role in developing customer relationships by putting more power in the customer's hands through self-service capabilities and numerous modes of communication. Beyond technology and software, it is also important to maintain transparency and keep your customer service team visible and accessible. Technology can help connect customers with your team, but it will always be the human interaction and personalized interactions that will make all the difference.



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**Save the Dates in 2022!**  
**Call 405-382-3640 for information!**

**Independence Celebration**  
**Sunday July 3, 2022**

**Golf Tournament**  
**Friday September 23, 2022**

**Friends of the Chamber Auction**  
**Tuesday November 15, 2022**



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**SEMINOLE Chamber of Commerce 2022 Benefactors**

BLUE WAVE SECURITY STATE BANK BAR S Food enviro FirstUnited BancFirst

**33RD ANNUAL GOLF TOURNAMENT**

Seminole Chamber of Commerce

Friday: September 23, 2022  
Jimmie Austin Municipal Golf Course—Seminole, OK

**Gold Sponsor**  
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**Lunch Package \$1,000**  
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Individual player \$200

**Entry Form:**  
Mail form with check made payable to Seminole Chamber of Commerce and send to P.O. Box 1190, Seminole, OK 74818 or email us at [seminolechamber@sbcglobal.net](mailto:seminolechamber@sbcglobal.net) or fax 405-382-3529.

Corporate Team: \_\_\_\_\_ 8:30 am Registration 9:00 am Tee Time  
Contact: \_\_\_\_\_ Team \_\_\_\_\_ Individual \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_  
Invoice: \_\_\_\_\_ Credit Card: \_\_\_\_\_ Check Included: \_\_\_\_\_

Call or email Amy Britt for questions or to register at 405-382-3640 or [amybrittchambered@yahoo.com](mailto:amybrittchambered@yahoo.com)

**Be sure to save the date and sign up!**

Thank you to the teams that have already registered.

- Bar - S Foods
- Banc First
- Blue Wave Boats
- Enviro Systems
- First United Bank
- Security State Bank
- Canadian Valley Electric Cooperative
- Hinson Insurance
- Seminole Chemical & Supplies
- Sullivan Dollar Agency
- Wrangler - Kontoor Brands
- Goff, Inc.
- Pam Robinson Real Estate, Inc.
- Seminole State College
- Swearingen Funeral Home
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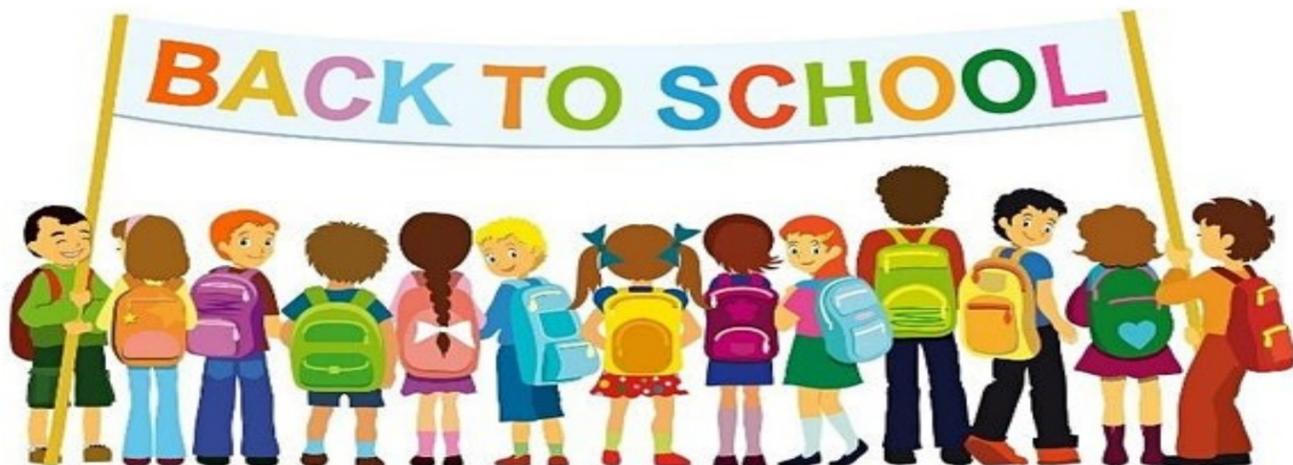
**JULY FORUM**  
Thursday July 14, 2022 12 Noon  
Seminole State College - Haney Center - Utterback Ballroom  
Zac Craig, OKC Convention & Visitors Bureau  
The public is welcome; Cost of lunch is \$8

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**Big growth forecast for back-to-school sales**

Back-to-school sales, in the U.S., is projected to grow 7.5% this year, not including automotive, compared to the same time frame in 2021.

That's a prime finding of a Mastercard SpendingPulse report measuring in-store and online retail sales across all forms of payment.

The BTS season is from mid July through Labor Day and sales are projected to increase by 18.3% compared to pre-pandemic 2019, according to a press release on the report findings.

"Back-to-school is the second biggest season for retailers and is often looked at as an early indicator of retail momentum ahead of the traditional holiday season," Steve Sadove, senior advisor for Mastercard and former CEO and chairman of Saks Inc., said in the release. "While Mastercard SpendingPulse anticipates growth across sectors, retailers will need to find innovative ways to entice shoppers as discretionary spending potentially stretches thin as a result of increasing prices."

Additional retail trends for the 2022 back-to-school season include:

**The in-store experience:** Shopping for back-to-school becomes an experience of its own. From needing to try on new sizes to wanting to browse the latest fashions in person, the return to stores is expected to grow 8.2% YOY/9.9% YO3Y this season.

**Department stores continue their rebound:** Following a multi-year decline, department stores have made their way into the spotlight after 15 consecutive months of sustained growth. Serving as a one stop shop with a range of options for the whole family at a variety of price points, the back-to-school season is anticipated to drive the department store sector up 13% YOY/27.3% YO3Y.

**Social calendars drive apparel growth:** More gatherings require more looks. With weddings, events and vacations lined up for the foreseeable future, the demand for apparel both in-store and online sees no signs of slowing.

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