

10 Ways to Surprise Your Customers

This is an extra resource to go along with the original article:

[Using Surprise to Delight Your SaaS Customers](#)

1. Provide an unexpected surprise "just because." Send out a small but special gift (via email or snail mail) at random.
2. Invest in the happiness and delight of your team members and they, in turn, will invest in your customers.
3. Donate to a well-known charity under the customer's name, and let them know about it.
4. Reach out and call your customer on the phone for a personal touch.
5. Send a handwritten thank you note using pen ink (and not simply a font that mimics real handwriting).
6. Provide insight on how the customer has benefited over the last period from using your service.
7. Offer to help the customer achieve a goal that's related to your service.
8. Take a vested interest in getting to know your customers-- connect with them on social media, learn their likes/ dislikes, and initiate conversations without asking for them to buy your product.
9. Retweet your customers.
10. Personalize your emails as much as possible through segmentation.