



grassroots
young entrepreneurs in eco-health tourism

Optimising Business Operations Customer Management

Includes Digital Tools!



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Customer Management Challenges & Digital Solutions



Customer Management: Connect with Customers to Build Lasting Relationships



Challenge 1

Working in isolation and lack of communication.

Working in isolation or not communicating your idea is leaving your team, partners, and customers feeling disconnected or unaware of your progress.

Solution

Stay connected and communicate clearly. Share updates about your eco-friendly efforts, community projects, and sustainable practices to build trust and support. By staying connected and transparent, you can build stronger relationships and make your eco-business stand out.

Optimisation Tools

Slack, Microsoft Teams and Mailchimp

Slack or Microsoft Teams: Use these tools to stay in touch with your team, suppliers, and other stakeholders. Share your sustainability goals, discuss progress on green projects, and thank those who help you achieve your objectives. These platforms make it easy to keep everyone aligned and informed. Thank them if they have helped you achieve your goals. www.slack.com www.microsoft.com/microsoft-teams

Mailchimp: Send newsletters or email updates about your sustainable practices and upcoming green initiatives. Highlight your latest eco-projects, share community involvement stories, or provide tips for sustainable living. Encourage customers to get involved or support your efforts. Keeping them in the loop strengthens your eco-friendly brand and builds lasting support. www.mailchimp.com



Customer Management Challenges & Digital Solutions



Challenge 2

Not reaching the right audience

Difficulty promoting your initiative to the right audience.

Solution

Use **social media** and **content creation tools** to reach people who will value your project. Show your creativity, highlight your purpose, and invite others to engage with your work. *For more information on Sharing and Promoting with Audiences, check out Section 5.*

Optimisation Tools

Instagram Business Tools and **Canva**

Instagram Business Tools: Share behind-the-scenes stories, promote your street art, or create reels featuring the art or heritage sites you want to highlight for your business. Use analytics to see what works best and refine your approach. business.instagram.com

Canva: Design eye-catching posters or social media posts to promote your idea's events, street art tours, or cultural workshops. canva.com



Challenge 3

Not visible to customers

Struggling to make your eco-friendly practices visible to customers.

Solution

Highlight your sustainability efforts through storytelling and certifications. Show customers why choosing your service or product supports a greener future. *For more information on Sharing and Promoting with Audiences, check out Section 5.*



Customer Management Challenges & Digital Solutions

Optimisation Tools

Clio Muse and Etsy

Clio Muse: Create a digital tour of your local farm-to-table process, showing how your ingredients are sourced sustainably. cliomusetours.com

Etsy: Set up an online store for eco-friendly products, such as organic skincare or reusable kitchen items. Add detailed descriptions of your sustainability practices. etsy.com



Challenge 4

Efficient Support with Limited Resources

Providing excellent customer support with limited resources.

Solution

Streamline customer interactions by automating responses and using tools that ensure customers feel supported and informed without overwhelming your small team.

Optimisation Tools

Zendesk and ChatGPT for Customer Support

Zendesk: Manage customer inquiries, bookings, and feedback in one place. Use templates to respond quickly to common questions. zendesk.com

ChatGPT for Customer Support: Automate responses for FAQs about your project, such as tour details, event times, or ticket purchases. <https://chatgpt.com/>



Customer Management Challenges & Digital Solutions



Challenge 5

Lack of Customer Engagement

Customers aren't engaging with your updates or initiatives.

Solution

Use storytelling to create emotional connections. Share the positive impact of your grassroots idea through engaging posts and emails.

For more information on Sharing and Promoting with Audiences, check out Section 5.

Optimisation Tools

Canva and Mailchimp

Canva: Design visually appealing graphics to tell your story. [canva.com](https://www.canva.com)

Mailchimp: Create newsletters that highlight the results of your initiatives. [mailchimp.com](https://www.mailchimp.com)



Challenge 6

Ineffective communication with customers

Solution

Personalise your communication. Segment customers based on their interests and tailor your messaging.





Customer Management Challenges & Digital Solutions

Optimisation Tools

HubSpot CRM and WhatsApp Business

HubSpot CRM: Manage customer interactions and create personalized outreach campaigns. <https://www.hubspot.com/products/crm>

WhatsApp Business: Send quick updates or personal thank-you messages to loyal supporters. <https://business.whatsapp.com/>



Challenge 7

Difficulty Coordinating Cultural Events Across Stakeholders

Coordinating multi-stakeholder cultural events with limited communication infrastructure.

Solution

Streamline event planning with collaborative tools that enhance task tracking, real-time updates, and clear communication.

Optimisation Tools

Trello, Slack and Google Calendar

Trello: Create a board to manage event tasks like permits, performers, workshops, and volunteers. Use lists, deadlines, and labels to organize and track progress effectively. trello.com

Slack: Set up dedicated channels for different stakeholders (e.g., volunteers, vendors, and performers) to ensure instant communication and updates. slack.com

Google Calendar: Schedule meetings, rehearsals, and key event deadlines to keep everyone aligned. calendar.google.com



Customer Management Challenges & Digital Solutions



Challenge 8

Limited Access to Global Markets for Eco-Friendly Workshop Kits

Limited access to selling eco-friendly workshop kits globally.

Solution

Build a Shopify store to sell eco-tourism workshop materials, like reusable travel kits or digital guides for sustainable practices. Use integrated inventory management to track stock and ensure consistent availability for global buyers.

Optimisation Tools

Shopify, Etsy and Wave

Shopify: Build a professional online store to sell eco-tourism workshop kits. Use integrated tools for inventory tracking and secure payment options to ensure a smooth shopping experience. [shopify.com](https://www.shopify.com)

Etsy: Expand your reach by listing workshop kits on this global marketplace for handmade and eco-friendly products. [etsy.com](https://www.etsy.com)

Wave: Manage finances and track global sales efficiently to keep your business operations sustainable. [waveapps.com](https://www.waveapps.com)



Challenge 9

Addressing Repeated Customer Inquiries Without Centralised Resources

Repeated customer inquiries and lack of a centralized resource for common questions.

Solution

Create a detailed FAQ section to provide quick, clear answers to common queries, reducing customer wait times and improving satisfaction.



Customer Management Challenges & Digital Solutions

Optimisation Tools

Google Forms, Instagram Business Tools and **Tidio Chatbots**

Google Forms: Gather frequently asked questions directly from customers through a survey link shared via social media or email. <https://www.google.com/forms/about/>

Instagram Business Tools: Highlight your FAQ section by linking it in your bio or as a pinned post to ensure easy access for your audience. business.instagram.com

Tidio Chatbots: Automate responses to common inquiries and guide customers to your FAQ section for further details. tidio.com



Challenge 10

Managing Customer Inquiries 24/7 Without Increasing Workload

Handling customer inquiries around the clock without added workload.

Solution

Provide instant, automated responses to customer queries 24/7, ensuring timely support and maintaining customer satisfaction. Automate common responses to streamline operations and save time. Example: If you sell locally made crafts, a Tidio chatbot can handle frequent questions about shipping or product stock, providing real-time answers even when you're offline. This boosts efficiency while delivering excellent customer service.

Optimisation Tools

Tidio Chatbots and **Zendesk** or **Freshdesk**

Tidio Chatbots: Install on your website or Facebook page to instantly respond to common questions like product availability or shipping times. tidio.com

Zendesk or **Freshdesk:** Automate email templates for FAQs, manage customer issues, and ensure seamless follow-ups, all in one platform. zendesk.com www.freshworks.com

www.ecohealthforyouth.com



Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our Optimising Business Operations Tools [here](#)

Don't Forget to Connect with Us...



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