



## **Are You Making It Hard For Your Customers? April 2026**

By Linda Rink, President, RINK Consulting

You're a "valued customer," they say, but why do so many businesses make it difficult to reach them? Interminable phone hold times, confusing menu options (which always "*have recently changed*"), never a live person – we've all been there! And how about company websites that waste our time with confusing navigation or hidden contact information?

**But what about your own company?** Try contacting your business incognito and see how easy -- or difficult -- it is.

### **Website – Pretend you are looking for basic information about your company.**

1. Is the content current? Are the "basics" upfront (e.g., "who we are," "what we do," "how to reach us")? Any dates should be current, including the copyright.
2. Is contact information visible? Does it include the telephone number, address and e-mail?
3. Do you have to fill out a form before you can get a return contact? Worse, are you forced to decipher a security puzzle?
4. Who answers "Contact Us" inquiries, and how quickly?

### **Social Media – Check your profile and accounts.**

1. Make sure contact info/ links are visible.

### **Phone - Call your company's main phone number.**

1. Does a live person actually pick up? If so, is he/she professional and cordial? Knowledgeable?
2. If it's a menu, are the menu options all-inclusive and not too lengthy? Is there a "live person" option?
3. Is there an automated company directory that asks you to spell out the person's name? Or one where if you don't know the party's extension, there is no other option to get a live voice? *Give up? So will your prospects!*

Prospects can be easily turned off by a poor communication experience – but a pleasant interaction can help turn a prospect into a customer.

***So make it easy for your prospects and customers to reach you. Your business's reputation and success depends on it!***

***Need help with your potential customers? -- contact me at [lrink@LindaRink.com](mailto:lrink@LindaRink.com)!***