

New Trends Indicate Consumers Are More Savvy When Purchasing Psychic Services

By Susan Page
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Gone are the days when a woman dressed like a gypsy would look into a crystal ball to see your future. Modern day psychics now do readings over the telephone or the internet for millions of consumers each year. We recently took a look at trends in the psychic readings industry and found that consumers are much more educated and discerning when it comes to purchasing psychic readings now, as compared to 20 years ago.

The growing New Age movement and acceptance of psychics in everything from law enforcement to pop culture has really legitimized the industry. People want satisfaction guarantees; they want to make sure they really feel a connection with their reader. They require the “wow” feeling. They want to feel an emotional connection and know that this reader is in tune with their own energy.

The psychic reading industry is responding to consumer demands and Looking Beyond Master Psychics offer a satisfaction guarantee. If you don't feel a connection with your reader within the first five minutes, you can try a different reader until you find the right one for you. And Looking Beyond, along with other services, offer a discount on the first reading of 10 minutes so the client has an opportunity to try the service at a discounted rate before paying full price.

The industry is maturing as well and some services such as Looking Beyond, have systems in place to ensure customer satisfaction. For instance, after a reading with a new reader they offer a five minute credit on the caller's next reading if they give them feedback on that reader. This way the company can check on the quality of their readers and fix any problems before they occur. They can also find out which readers are more popular and why.

Consumers have access to psychic reading companies in many more places now than they did 20 years ago. They can search online for psychics, and in some cases even receive their reading online. However, most clients still want to actually talk to their psychic and feel that connection. Psychic reading companies market their services in several magazines and on websites where people want information about their relationships, their careers and their businesses. Some clients even want information about their pets who are having problems or have passed away and use psychics who specialize in that.

The psychic industry is expanding and using technology to respond to a more demanding consumer. Competition in the marketplace is also forcing some companies to offer special deals or complimentary services to entice new customers to try their services. The important thing is that the industry is growing and responding to its most precious resource, the client.

About Susan Page



Susan Page is a psychic and founder of Looking Beyond, Inc. Master Psychics which has been in business now for almost 20 years. She is a pioneer in the psychic services industry offering readings by telephone. She has tested all 20 of her master readers to ensure the honesty and quality of the readings. For more information go to www.lookingbeyond.com