

Customer Loyalty

Research tells us that the only way to create Customer loyalty is through an emotional connection. Unfortunately, in many organizations the Customer has become a low priority. When people are not treated according to their expectations, they will take their business elsewhere. What's more, they relay their bad experiences to 10 or more other people. The question then becomes not whether to improve your organization's service standard, but how? Excellence in Customer Service pays off dramatically to the bottom line in every industry.

Through the introduction of this Customer Loyalty process participants will assess their ability to understand and manage their emotions, recognize the emotions of others, and develop the ability to manage relationships with Customers and peers effectively. Participants will also assess the Connection Points in the Customer Interaction process and learn how to turn those Connection Points into positive outcomes for their Customers. They will also assess their communication styles, attitudes, goal setting techniques, and develop a plan of action that will increase their skill level to connect with Customers.

Effectively Managing Stress and Impulses

Most buying decisions are not based on need, but rather

emotion. Outstanding Customer service providers are always aware of their Customer's emotions and they know how to respond appropriately. However, a continual barrage of emotional interactions can be a reality in service interactions. For this very reason, it is important that customer service providers understand and have the necessary tools to effectively reduce and manage stress.

Goal Accomplishment for Success

Many people set goals. But not only is it important to set goals, it is necessary to develop a detailed plan to achieve each goal. However, setting goals as it relates to Customer Loyalty skills will help Customer service providers focus on developing the necessary behaviors or changing existing behaviors that will make their professional lives more effective.

Critical Issues Covered in this Process

- What do Customer Really Want?
- The Value of Customer Loyalty versus Customer Satisfaction
- The Role of Empathy and Effective Listening
- Developing Trust with the Customer
- Managing Emotions in the Customer Experience
- Effectively Managing Stress and Impulses

- Developing Goals for Positive Behavior Change
- Creating That Powerful "Connection" with the Customer

The Results are Measurable

- Customer Loyalty
- New Customer Growth
- Loyal Satisfied Customers
- Decreased Customer Complaints
- Increased Sales
- Satisfied Employees
- Improved Profitability
- Customer Referrals
- Loyal and Focused Staff

3-5 Development Sessions

The group of participants will meet weekly for 3-5 weeks depending on your needs. Each session will be approximately 2-3 hours in length. This process enables participants to "develop" since they will have application and practice time between sessions. Each session will end with specific goals and action steps to be accomplished by the next session.

1 Follow-Up Session

The group will meet 3 months following the last session. Participants will present progress reports on their individual and organizational goals. If needed, additional content may also be part of this session.