

# Customer Loyalty



Developing loyal Customers—not just satisfying your Customers' needs—is the critical difference in creating sustainable organizational success. Customer Loyalty should be the outcome of every Customer interaction. Creating unique points of connection for every Customer should be the goal. Customer Loyalty is a powerful competitive advantage. The value of loyal Customers is: they always return, they brag about your organization providing word of mouth advertising, they are willing to pay more for your product or service, and when there is a mistake loyal Customers are more forgiving.

## Assessment

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 emotionally to Customers.

## Beyond Customer Service

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.

## 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. Customer service providers need to know how to understand and manage emotions—their own as well as their Customers' and begin the discussion on how to measure Customer loyalty within your organization.

## Goal Accomplishment for Success

Many people set goals—sometimes. 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.

Goal setting like Customer Loyalty is a state of mind. When setting goals they should be specific, measurable, attainable, realistically high, and contain target dates for accomplishment.

## Critical Issues Covered Within this Process

- What do Customers Really Want?
- The Value of Customer Loyalty versus Customer Satisfaction
- The Role of Empathy and Effective Listening
- Identifying Critical "Connection Points" in the Customer Interaction
- 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

## Contact Information



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## Deliverables – Customer Loyalty Development

<b>5 Development Sessions</b>	Participants meet for 5 weekly sessions for 3 hours. 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.
<b>1 Follow-Up Session</b>	The group will meet 3 months following the last session. Participants will present progress reports on their individual and organizational goals. When needed, additional content may also be part of these sessions.
<b>Audio CD Series</b>	5 Chapters of program content in audio form enables participants to have multiple exposures to the content between sessions allowing the sessions to be hands-on and application oriented. Five exposures during the week between sessions results in content retention in excess of 60%.
<b>Text</b>	Exact same content as audio series with assessments at the end of each chapter for reinforcement of content. The text is also used as a reference guide.
<b>Action Plan</b>	Self Evaluation Sections utilized to personalize individual action Plans.
<b>Phone/E-mail Consultation</b>	Participants within the group will have unlimited phone/e-mail consultations with facilitator during the process.
<b>Concept Application Through Goal Setting</b>	The group will focus on the implementation of key concepts as they apply to each participant, by developing written goals with measurable action steps.
<b>Critical Issues</b>	Each participant will identify 3 critical issues within the organization and develop comprehensive action steps for each issue.
<b>Professional and Personal Goals</b>	Each participant begins to crystallize goals aligning both their personal and professional lives.
<b>Personal Vision</b>	Each participant will develop a vivid mental picture of his/her future direction.
<b>Communication Assessment</b>	The group will discuss the current communication “state” and its impact on others.
<b>Measurable Results</b>	The process is customized and tailored to achieve the measurable outcomes set by each specific client organization.