

# 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, and creating unique points of connection for every Customer should be the goal. Customer Loyalty is a powerful competitive advantage. The value of loyal Customers includes: 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 Points of Connection in the Customer interaction process and learn how to turn those Points of Connection 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 every time.

## 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 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 Customers’ 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’.

## 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 “Points of Connection” 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 a Powerful “Connection” with the Customer

## The Results Are Measurable

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

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