

# Building Customer Loyalty®

## Providing “Unbelievable!” Service

**Purpose** 96% of dissatisfied customers do not complain to you. They just don't come back, and tell everyone else why. How loyal are your customers? What do they tell others about your business? Do you provide them what they need and want? Do you hear from them again? In extremely competitive markets, customers have more ways to satisfy their needs than ever before. One essential way to compete is to acquire and maintain a loyal customer base. Customers become loyal over time. It requires daily execution of philosophies, principles, and processes in favor of the customer. Not the enforcement of a set of rules and regulations.

This highly interactive training program explores the many components that add up to excellent service as perceived by your customers. You will take a very serious look at your current service level and realize the impact it is having on your customers. In addition, you will develop ways to strengthen the relationship through problem solving and service recovery in difficult situations.

- Objectives**
1. Describe quality service, profile customers, and define what customers value most
  2. Evaluate service encounters & customer perceptions
  3. Encourage customer feedback, and resolve customer complaints with service recovery strategies
  4. Sustain customer loyalty

**Audience** All professionals

**Duration** 1+ full-day program (depending on objectives and exercises selected)

**Materials**  **Participant Workbook, including these practical on-the-job tools:**  
Customer Profile, Customer Value Assessment, Customer Service Survey, & Service Encounter Evaluation

- Business Results**
- Increased customer loyalty
  - Customized customer profile
  - Current service level evaluation
  - Improved employee effectiveness with challenging service situations
  - Enhanced employee confidence when fielding customer questions and objections
  - Recovery from customer complaints without harming company reputation



**Jerome Consulting**

**(949) 830-0140**

**results@jeromeconsulting.com**

**www.jeromeconsulting.com**

*Providing business leaders  
lasting competitive advantages  
through improved  
team performance*