



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Customer Experience—**

Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

- **Interpersonal Skills—**

Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

#### RELATED COMPETENCY CATEGORIES:

- **Customer Acquisition—**

Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

- **Initiative—**

Proactively makes things happen. Evaluates self and others and takes positive corrective action. Is self-disciplined.

# Create Loyal Customers

## SUMMARY

This module gives participants a greater understanding of why customers defect, a way to examine their own beliefs on customer service, six keys to delivering extraordinary service, and techniques for building relationships and following-up with customers.

## CONTEXT

According to experts, more than 50% of customers will discontinue doing business with a company not because of price or quality, but because of negative experiences in dealing with the human side of doing business. Today's customer is more educated, better prepared, and has more alternatives than ever before. In this regard, research indicates that merely satisfying customers is not enough. In order to turn customers into fans who will not only remain loyal to your product or service, but will spread the good word, you need to exceed expectations and provide exceptional customer service.

Customer satisfaction is about the basics: quick response time, patience, knowledge, friendliness, good follow-up, and caring. Good customer service is about people skills and relationship building, whether it's over the phone or face-to-face. Exceptional customer service is about differentiating your organization from the competition, and creating customer loyalty.

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### At the completion of this module, participants will be able to:

- Increase customer loyalty through exceptional customer service
- Use creative follow-up techniques to build relationships
- Apply principles to exceed customer expectations

*"The goal as a company is to have customer service that is not just the best, but legendary."*

—Sam Walton