

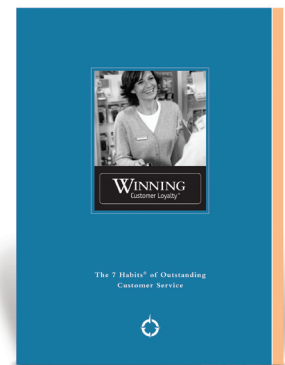
WINNING

Customer Loyalty®



INSPIRING EMPLOYEES TO DELIGHT CUSTOMERS DRIVES FASTER GROWTH

Winning Customer Loyalty: The 7 Habits of Outstanding Customer Service



“The purpose of business is to create and keep a customer.”

—Peter F. Drucker

Challenge:

Your most critical customer service people are often your least empowered employees.

How do you provide excellent customer service across your organization? And how do you do it consistently, given that much of your customers' experience is delivered through a wide range of frontline employees?

Today, more than ever, you need people who bring their heads and hearts to work. You need people who are problem solvers and who genuinely care about customers. Teaching your frontline people *what* to do is not enough. You must start with *who* they are—the choices they make each day and the contribution that is uniquely theirs. You must establish a foundation of empowerment so that each person is able to make in-the-moment choices to delight customers and build your business.

The overwhelming majority of customer service training focuses on skills—here's what you do. But at FranklinCovey, we know that you must first focus on your beliefs and paradigms—who you are—to create a culture where every person puts customers first.

Winning Customer Loyalty®: The 7 Habits of Outstanding Customer Service is a unique, new approach to customer service training. Built on the foundations of Stephen R. Covey's *The 7 Habits of Highly Effective People* and Fred Reichheld's *The Ultimate Question 2.0*, this training program builds customer service excellence one person at a time from the inside out.



Solution:

FranklinCovey's *Winning Customer Loyalty: The 7 Habits of Outstanding Customer Service* training is a superb way to inspire your frontline leaders and managers to serve customers in ways that will delight them and increase their loyalty to your organization.

Loyalty is an emotional relationship. Loyal customers don't just like you, they love you. **We believe the attitudes and behavior of your frontline employees are by far the most important ingredients in delighting customers** and essential to differentiating your customer service experience.

This program first focuses on the critical Paradigm Shifts that are needed to build a sustainable culture of delighting each customer. From these and other new paradigms, employees begin to see themselves and their customers in a totally new way.

	Character Development	Skill Development
OUTCOMES	<ul style="list-style-type: none"> • Be proactive – determine mindset and choices. • Increase personal accountability. • Focus on key priorities. • Improve interpersonal effectiveness. • Change paradigms and behaviors. • Increase confidence in self and team. 	<ul style="list-style-type: none"> • Create win-win solutions with customers. • Improve listening skills. • Keep commitments. • Build stronger teams through collaboration. • Resolve customer concerns.

Each of the original 7 Habits has been customized to help your people deliver great customer service. The first three habits focus on each person's ability to make good choices, regardless of how he or she feels or what a customer does. Participants identify their unique customer service strengths and how to use these strengths to help customers—and the organization. Each participant drafts a Customer Contribution Statement, aligned to your organization's customer service vision.

While all customer interactions are important, not all of them are of the same value. We help each person identify the greatest opportunities to win a customer's heart. We identify the critical touchpoints, and then discover and reinforce the key behaviors that must be exhibited consistently at these touchpoints to create loyal customers. The participants learn a simple execution process to keep these behaviors "top of mind" at all times.

Service recovery is one of the most important ways we can turn an unhappy customer into a loyal one. The program teaches simple but profound skills for dealing with unhappy customers that show you care, while empowering frontline employees to solve customer problems using guidelines you have set.

Service Recovery Process

- 1. Match** "That sounds awful. I'm so sorry."
- 2. Understand** "Tell me more about it."
- 3. Resolve** "Let's make this right."

The program also takes time out to focus on team dynamics—you can't treat other team members badly and treat your customers well. The best customer service teams work together to delight customers. They have a culture that rewards and reinforces great teamwork. We'll help establish and reinforce those rules for your teams as well.

Applying the 7 Habits to Customer Service

The 7 Habits	The 7 Habits of Outstanding Customer Service Applied
1. Be Proactive®	1. Bring Your Own Weather to Work
2. Begin With the End in Mind®	2. Create a Customer Contribution Statement
3. Put First Things First®	3. Prioritize and Do the 80/20 Things First
4. Think Win-Win®	4. Make Deposits in Your Customers' Emotional Bank Accounts
5. Seek First to Understand, Then to Be Understood®	5. Listen Sincerely; Resolve Concerns Effectively
6. Synergize®	6. Treat Your Team Like You Do Your Best Customers
7. Sharpen the Saw®	7. Create Continuous Service Improvement

Build a Foundation of Effectiveness

Winning Customer Loyalty: The 7 Habits of Outstanding Customer Service combines the powerful principles of the 7 Habits with Reichheld's profound insights on customer loyalty to empower frontline teams to create more customer promoters and drive faster growth.

Give your workforce the knowledge and tools they need to execute on your top priorities.

For more information about FranklinCovey's *Winning Customer Loyalty: The 7 Habits of Outstanding Customer Service* workshop, contact a FranklinCovey Representative (888-705-1776 or loyalty@franklincovey.com) to be put in touch with someone in your local area who can answer any questions.

