



Building Customer Loyalty from the Inside Out

*Leading the way to greater
customer and employee loyalty*

Customer loyalty is the responsibility of every employee within your organization. It is earned by building positive relationships, one customer and employee at a time. Loyalty-focused companies outperform their competitors each and every time. Loyal customers are more pleasant; they purchase more products, refer new customers and are more forgiving when problems occur.

Debra Schmidt will teach you how to build customer loyalty through a combination of powerful facts, entertaining stories and interactive exercises. She will help you identify the expectations of internal customers (co-workers, employees) and external customers and teach you how to surprise and delight your customers through exceptional service.

You will learn:

- How to calculate the lifetime value of your customers
- The top 6 reasons customers leave
- Why satisfied customers are not enough
- The impact of customer loyalty on your organization's success
- Co-workers—the forgotten customers.
- The cost of getting new customers
- How to avoid committing the 7 deadly sins of customer service
- How to avoid the #1 customer loyalty killer
- How to build loyalty with an angry customer
- The 5 keys to building customer loyalty
- How to deliver C.A.R.I.N.G. service
- How to add a personal signature of excellence to your customer interactions
- How to become a *Loyalty Leader* for your organization