

WINNING

Customer Loyalty™



A ONE-DAY WORKSHOP FOR WSU FACULTY AND STAFF

Winning Customer Loyalty: The 7 Habits of Outstanding Customer Service



Friday, October 17th
8:30 am – 4:00 pm
(during Fall break)

Dumke Hall
Hurst Center

\$49 Registration Cost

Lunch and materials provided.

Departments are responsible for payment for their employees to attend.

Generous funding from President's Council allows us to provide this course for a nominal fee per participant.

Challenge:

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

How do you provide excellent customer service right across your organization? And how do you do this consistently, given that most of your customers' interaction is with 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 university.

The overwhelming majority of customer-service training focuses on skills—here's what you do. But we know that you must first focus on who you are—your beliefs and paradigms—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 Covey's *The 7 Habits of Highly Effective People*, and Fred Reichheld's *The Ultimate Question*, this training program builds customer-service excellence one person at a time from the inside-out.

Class is course #405-01 in Training Tracker.

Additional course information and registration details are located on the [back](#) of this page.

Solution:

FranklinCovey's *Winning Customer Loyalty: The 7 Habits of Outstanding Customer Service* training is a superb way to inspire your frontline leaders and teams to serve customers in ways that make them loyal to your organization.

Loyalty is an emotional relationship. Customers can't just like you; they have to *love* you. And while many factors go into creating loyalty, customer-service relationships are often the only line of contact you have to show how much your business cares.

Helping your frontline teams demonstrate these behaviors is essential to differentiating your customer-service experience. This program focuses first on critical Paradigm Shifts that are essential to building a sustainable culture. From these and other new paradigms, we begin to see ourselves and our customers in a totally new way.

▶ PARADIGM SHIFTS	From	To
	Customer satisfaction.	Customer loyalty.
	Transaction costs.	The lifetime value of each customer.
	Customers can't be trusted.	Customers can be trusted to take only what they need.

Each of the original 7 Habits has been customized to 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. Everyone identifies their unique customer-service strengths, and how to use those strengths to help customers—and your 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 work with you to identify where the greatest opportunities lie to win a customer's heart. We identify the critical touchpoints and then discover and reinforce the key behaviors that must be executed consistently at those touchpoints to create customer loyalty. We show you a simple execution process to keep those behaviors "top of mind."

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

Service Recovery Process

- | | |
|----------------------|--------------------------|
| 1. Empathize | "That sounds awful." |
| 2. Apologize | "I'm so sorry." |
| 3. Understand | "Tell me more about it." |
| 4. 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 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. Execute What Matters Most to Your Customers
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 Fred Reichheld's profound insights on customer loyalty to empower frontline teams to create lasting change.

Register today and get the knowledge and tools needed to execute on your top customer service priorities.

Register in Training Tracker for course #405-01 **AND** pay the \$49 course cost through the OWL eStore (Marketplace) using a WSU P-Card. A link to the eStore can be found in the course description in Training Tracker. Questions? Contact Jennifer Evans at ext. 8534.