



## Customer Loyalty

Developing loyal internal and external customers –not just satisfying your customers’ needs –is the critical difference in creating sustainable organizational success. Loyalty should be the outcome of every interaction. Creating unique points of connection for every customer should be the goal. Customer loyalty is a powerful competitive advantage. The value of loyal customers is: they always return, they brag about your organization providing word of mouth advertising, they are willing to pay more for your product or service and when there is a mistake, loyal Customers are more forgiving. Loyal internal customers (employees) are creative, innovative and they bring their best every day. The way they talk about their work makes others want to be employed by your company.

Aspire offers a comprehensive and proven process that assists employees in assessing their ability to understand and manage their emotions, recognize the emotions of others, and develop the ability to manage relationships with Customers and peer effectively. Participants assess the Connection Points in the Customer interaction process and learn how to turn those Connection Points into positive outcomes. The Aspire process also provides employees the opportunity to assess their communication styles, attitudes, goal setting techniques, and develop a plan of action that will increase their skill level to connect emotionally to Customers.



### Key Areas within the Aspire Advantage Customer Loyalty Process:

- What Does Customer Service Really Mean?
- Why Customer Loyalty?
- Isn't Customer Satisfaction Good Enough?
- Points of Connection: Maximizing your Opportunities
- Recognizing and Managing Emotions
- Customer Loyalty: A Strategic Advantage

### Measurable Outcomes and Results:

- Customer Loyalty
- New Customer Growth
- Loyal Satisfied Internal and External Customers
- Decreased Complaints
- Increased Sales
- Increased Staff Retention
- Improved Profitability
- Customer Referrals
- Creative and Innovative Staff

### The Aspire Formula for Success:

$$\text{Ask} + \text{goals} = \text{PBC} \rightarrow \text{IR}$$

Attitudes  
Skills  
Knowledge

Positive Behavior Change  
Improved Results

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