



Your Employees, Your Building, Your ??? Are the First Connection that YOUR Clients Experience

**What is the Value to YOUR Bottom Line
in Making that Experience Exceptional
instead of Mediocre?**

Customer Loyalty Development Course Outline

Customer Service is the single, most important factor in building any business or organization. The 20th century emphasis on developing satisfied customers has now transitioned into the 21st century of building **LOYAL** customers due to the expansion of the Internet and ever increasing on-line purchasing. Additionally, many of the valued [customer service](#) qualities are no longer actively taught in the K-12 public or private educational experience. With the ever increasing diversity within the workforce, isn't it about time to ensure that your people are making every **Customer Service** experience an exceptional **loyal connection** instead of mediocre one?

Recommended Implementation Schedule

- Recommended either 5 to 8 weeks depending upon group size and time available
- Weekly sessions from 1.5 hours to 3 hours depending upon session size
- Facilitate either 1 or 2 chapters each session along with Action Plan

Alternative Implementation Schedule #1

- 3 Days (Monday, Wednesday, Friday) for 4 hours each day

Alternative Implementation Schedule #2

- 5 Days (Monday through Friday) for 4 hours each day
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Alternative Implementation Schedule #3

- One on One Executive Coaching via tele-conference

Alternative Implementation Schedule #4

- One on One Executive Group Coaching via tele-conference

Alternative Implementation Schedule #5

- Weekend retreats, Monthly or combined with Executive Coaching

Deliverables

- Text produced in a silk-screened, 3 ring binder, tabbed for each lesson
- Self-Evaluation & Action Plan
- CD's for audio reinforcement
- Follow-ups included within individual project

First Session – Kick Off

- Objectives
- Introduction of Facilitator & Participants
 - Meeting Goals of Organization
 - Participant's Goals
 - Define Success – Interactive
 - Define Attitudes & Managerial/Behavioral Skills – Interactive
 - Distribute Program Materials – Answer Questions
 - Conduct Pre-Tests
 - Distribute Guide to Week One and Review Action Steps

All following sessions can discuss 1 or 2 chapters and include:

- Review previous week's lesson including questionnaires at end of lesson
- Attendance, record how many times material was read or listened to, reinforce
- W.H.Y. S.M.A.R.T. goal, goal measurement benefits to you and the company, and post tests
- Self Evaluation through the Action Plan and relationship to **Customer Loyalty**
- NOTE: If 3 hour session is implemented, 1 – 15 minute break is included

Chapter One ~ *Beyond Customer Service Creating Customer Loyalty*

- Objectives
- Define customer service
 - Determine why customer loyalty is needed
 - Compare competitive advantage of customer loyalty

Chapter Two ~ *Creating and Measuring Customer Loyalty*

- Objectives
- List 3 components for developing customer loyalty
 - Determine points of connection within your organization
 - Illustrate how to create emotional tie through points of connection
 - Understand conflict management
 - Define how to measure customer loyalty

Chapter Three ~ *Effectively Managing Stress and Impulses*

- Objectives
- Describe what is stress
 - Determine how to manage stress
 - Assess your impulse control

Chapter Four ~ *Goal Accomplishment for Success*

- Objectives
- Describe benefits of goal setting
 - Determine criteria for goal setting
 - Identify relationship between personal goal setting & customer loyalty

Chapter Five ~ *Always Creating a Powerful Connection*

- Objectives
- List 5 key areas used to evaluate customer service
 - Determine where points of connection begin
 - Recognize how to effectively handle customer complaints

Customer Loyalty Action Plan through Personal Goal Setting & Achievement

- **Dream Inventory**
- **Self-Evaluation in 6 Key Critical Areas**
- **Goal Planning**
Setting Goals & Establishing Priorities
"The Secret" – Quarter of a century proven goal setting/goal achievement tool
- **Goal Accomplishment Summary**

NOTE: This curriculum is published by [Resource Associates Corporation](#) and during the last 25 years has been successfully implemented in hundreds of thousands of businesses.

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