

# PREVIEW GUIDE



## The Employee's Guide to Customer Loyalty

*A CRM Learning Competency Course*

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## ***THE EMPLOYEE'S GUIDE TO CUSTOMER LOYALTY: A CRM LEARNING COMPETENCY COURSE***

The definition of Customer Loyalty is “the likelihood of previous customers to continue to buy from a specific organization.” In today’s competitive marketplace, where companies spend countless dollars acquiring customers, it is imperative that they also ensure employees know what it takes to *keep* customers. Training with the videos in this set will enable you to cover the following points:

- **Understand that satisfying customers *time after time* is the key to building customer loyalty.**
- **Recognize the value of customers who do business with you**—basically, your job wouldn’t exist without them! Show your appreciation and keep customers coming back by doing your best to meet (and even exceed) their needs.
- **Learn to use basic interpersonal skills like active listening and empathy to convey respect, solve problems, provide relevant information and take appropriate action.**
- **Handle upset customers in a productive, professional manner; keep them happy even when you can’t give them exactly what they want**

### **Group or Self-Study?**

*The Employee’s Guide to Customer Loyalty* is designed for use in small group sessions. However, if you have an individual who can benefit from this material but cannot attend a scheduled workshop, they can watch the video and then use this Facilitator’s Guide to review each skill point’s “Main Points” and “Discussion Questions” and then work through the Activities/Worksheets on their own.

### **Timing**

This guide is designed to be flexible for the trainer. Use as many of the discussion questions and activities as you can in the time available. You’ll be able to explore all of the issues in greater depth if you allow 120+ minutes for the session.

### **The Competency Course Kit**

CRM Learning’s *The Employee’s Guide to Customer Loyalty* includes this Facilitator’s Guide, a DVD and a CD-ROM.

- This **Facilitator’s Guide** (on the CD-ROM) provides an introduction to the workshop, suggestions for its use, discussion questions, and activities.
- The chaptered **DVD** includes the four main videos, plus three short videos.
- The **CD-ROM** contains PDF files of the Activity worksheets (and this Facilitator’s Guide).

## HOW TO USE *THE EMPLOYEE'S GUIDE TO CUSTOMER LOYALTY: A CRM LEARNING COMPETENCY COURSE*

### Step 1: Review the material.

Watch the DVD to preview the videos, and to plan how to relate them to your organization and training needs around the competency of building customer loyalty.

Review the Discussion Questions and Activities in this Facilitator's Guide, and the worksheets (on the CD) to look for ways to connect them to current issues in your organization.

### Step 2: Plan your session.

Review the logistics for the training and make copies of the worksheets.

Plan your introduction, and write down any special comments or examples you want to cover.

Schedule the event and make sure all participants can spend about 2 hours in the workshop without interruption. Alternatively, you can also plan the training for 4 shorter sessions (one for each Lesson). Let participants know the subject and any ideas or information you want them to bring to the session.

### Step 3: Conduct your session!

Follow the directions in this Guide to complete the discussions and activities.

### Step 4: Follow up.

At your next staff meeting or lunch-and-learn, discuss the concepts you covered in this workshop to help reinforce the training around this customer service competency.

## DISCUSSION QUESTIONS AND ACTIVITIES

Play *The Sound of Service Meeting Opener*.

### Main Points

Satisfying customers starts with having a positive, professional attitude and ensuring that the words we use consistently convey the message: "Glad you're here...how may I be of assistance?"

### Discussion or Personal Reflection Questions

- How do negative words (like those in the first part of the video) make you feel when you're the customer?
- How do positive words (like those in the second part of the video) make you feel when you're the customer?
- Why is it important to remember what it feels like to be the customer when we're serving others?
- How does what we say, and how we say it, impact whether or not a customer is satisfied?

**LESSON 1****Understand that satisfying customers *time after time* is the key to building customer loyalty**

Customers generally want to do business with familiar companies – organizations with which they've worked before. BUT in return for their loyalty, customers expect at least a basic level of service—

- To be welcomed (not seen as an interruption or annoyance in the life of the service provider)
- To be treated with consideration, not rudeness
- To get the impression that the company values them as a customer and strives to make them happy
- To be given reasonable solutions or alternatives if what they need/want is unavailable

When an organization and its employees commit to providing this (or an even greater) level of service on a regular, consistent basis, they will have satisfied, loyal customers.

Play ***Remember Me***.

**Main Points**

Customers want to be loyal—they're willing to forgive an occasional mistake but they won't forgive blatant rudeness or a total disregard for their needs. Today's customers know they have many options. If they are not satisfied by the service you or your organization provides, they won't always complain... but they will eventually take their business elsewhere.

The customer in *Remember Me* is an average person trying to live his life and do his job. As he goes about his day, he seeks goods and services from companies he's used before—but rather than be welcomed, treated with consideration, made to feel valued or given alternatives when needed, this customer is given one run around after another. Fortunately, at the end of a series of disastrous service encounters, he finds one service provider who does things right.

**Discussion or Personal Reflection Questions**

- Have you ever been treated like the customer in *Remember Me*? What did you end up feeling about the organization when you were treated that way? Did you ever go back?
- Because he was a regular customer of the various businesses he encountered, what were this customer's service expectations? Was he being unrealistic in wanting these things?
- How will this customer eventually "win" in cases where he received bad service?
- Can you see how the service provided by the clerk at the hotel is more apt to keep this customer coming back? What exactly did she do differently?

**LESSON 2**

**Recognize the value of customers who do business with you**—basically, your job wouldn't exist without them! Show your appreciation and keep customers coming back by doing your best to meet (and even exceed) their needs.

**Play WAYMISH Factor****Main Points**

Losing customers is extremely costly for organizations. Providing the kind of service that builds customer loyalty is a win-win for an organization and its customers.

**Discussion or Personal Reflection Questions**

1. Have you ever stopped to think about what it costs your organization when it loses a good customer?
2. Which do you think is easier – finding new customers or keeping the customers you have?
3. What is the correlation between customer loyalty and the job security of you and others in the organization?

Play **WAYMISH** (*Why Are You Making It So Hard...for me to give you my money?*)- **Main Show.**

**Main Points**

Loyal customers who *want* to spend money with your organization can be driven away in a number of different ways. Service providers play a significant role in ensuring that customers do not get exasperated, but rather get the attention, assistance and answers they need.

**Discussion or Personal Reflection Questions**

Each of the WAYMISH video's wrong-way scenes (listed below) show how good customers can get ticked off. For each scenario, answer the question posed:

- **Home Improvement Store** – Upon realizing that her store location no longer stocked the brand of windows a customer desperately needed, Jessie made matters worse by saying... “sorry, there’s nothing I can do...”. Besides looking to see if another one of the store’s locations had the windows (which was ultimately suggested by her co-worker, Tony)...**what more could Jessie have done?**
- **Retail Clothing Store** – Eric avoided dealing with the pricing differences between the store’s showroom floor and its website. **What message did this behavior send to the customer about Eric? About the organization?**
- **The Restaurant** – In trying to enforce a new policy, the waitress put a long-time customer in a bad situation. **How could the waitress have explained or handled the situation better?**

## Worksheet 1

(For Activity 1: WAYMISH Skill Point Practice)

**Directions:** For statements 1-6, fill in the blank with the letter of the corresponding WAYMISH skill point.

### Skill Points

- A) It IS Your Job
- B) Quickly Acknowledge the Customer
- C) Coach Each Other
- D) Find a Way to Say YES
- E) Listen Carefully
- F) Fix It On the Spot

### Statements

- 1) Give your full attention to the customer. \_\_\_\_\_
- 2) Do it in 10 seconds or less. \_\_\_\_\_
- 3) A statement like, "Here's what I've found helpful in these situations; let me show you..."  
\_\_\_\_\_
- 4) Stopping to help a customer even if you're busy doing something else. \_\_\_\_\_
- 5) Establishes that solving the customer's problem quickly is important to you, too. \_\_\_\_\_
- 6) What you do when policy conflicts with a customer's needs. \_\_\_\_\_

**Worksheet 4**

*(For Activity 4: Angry Customers Quiz)*

**Decide whether the following statements are true or false by indicating T or F.**

- \_\_\_ 1. Most customer complaints aren't legitimate.
- \_\_\_ 2. Customers get angry when a company does not take their complaint seriously.
- \_\_\_ 3. Customer dissatisfaction occurs when there is a gap between what a customer expects and what a customer receives.
- \_\_\_ 4. Dealing with angry and complaining customers is time consuming and costly. You should get rid of them as quickly as possible.
- \_\_\_ 5. An angry customer who has had their problem dealt with effectively will tell other people about their experience and how the problem was fixed.
- \_\_\_ 6. Exceeding the expectations of a customer who has problems will increase customer loyalty.
- \_\_\_ 7. When handling complaining and angry customers you should stick strictly to company policy and procedures.
- \_\_\_ 8. When a customer uses profanity, the best thing to do is refuse to continue the conversation.

# Materials Included With *The Employee's Guide to Customer Loyalty*

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This competency course is designed to demonstrate to employees the overall aspects of customer service and that they are the key to customer satisfaction and customer loyalty. The course can be used as facilitated training in a 2 hour session, or as self-study, to explore and understand the critical role front-line service providers play in keeping customers and representing the company.

- ◆ The **chaptered DVD** features four stand-alone videos and three video shorts. Each video segment covers a different aspect of customer service and satisfaction – service from the customer's point of view, how to keep customer loyalty, problem solving, and how to turn a bad situation around. The short videos are motivational, showing what service really is all about.
  - ◆ **The Sound of Service Opener** – This short introduction shows the difference between what frustrates a customer and what makes them feel welcome.
  - ◆ **Remember Me** – This classic video takes the customer's point of view and shows that while customers will overlook an occasional mistake, there is only so much bad service they will tolerate before they are gone for good! The message is a powerful way to remind employees that customers are the real key to your company's success.
  - ◆ **The WAYMISH Factor** – Once you see statistically what bad and good service means to the bottom line, you'll want to be good at your job.
  - ◆ **WAYMISH** – In this video we see a series of exasperated customers who in one way or another ask the question... "Why are you making it so hard for me to give you my money?". A host then explains what "WAYMISHes" are and how to prevent these situations. Practical tips for keeping loyal customers are provided.
  - ◆ **Call of the Mummy** – This comedy about being wrapped up in policies and procedures shows how a service provider's attitude and willingness to solve problems are the greatest tools in helping customers get what they need.
  - ◆ **Mad About Customer Service** – When customers are upset, using "The Pumpkin Method" and other techniques introduced in this video will go a long way toward turning potentially disastrous situations into opportunities for building trust and loyalty.
  - ◆ **The Sound of Service Closer** – See what the word S.E.R.V.I.C.E. really spells out, what it means to give great service.
- ◆ The **Facilitator Guide** is a .pdf on the accompanying **CD-ROM**, and can be printed out and used for facilitation or self-study. It contains suggestions for using the videos in a training course, Discussion and/or Personal Reflection Questions, and Activities help pull key learning points from the videos and relate them to the competency of building customer loyalty.



## Program Information and Pricing

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Purchase Price: \$1299.00

Rental: N/A

Online Preview: Free

Running Time: By individual module

Materials included with purchase: chaptered DVD with all 7 video modules; CD-ROM with Facilitator's Guide covering Discussion, Personal Reflection Questions and Activities for classroom training or self-study, Worksheets

## Quantity Pricing Discounts

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### ***The Employee's Guide to Customer Loyalty Competency Course***

2 copies	10% off
3-5 copies	15% off
6-10 copies	20% off
11-15 copies	25% off

Industry discounts may also apply; call your Sales Consultant for more information.

(contents, pricing & discounts subject to change without notice)