

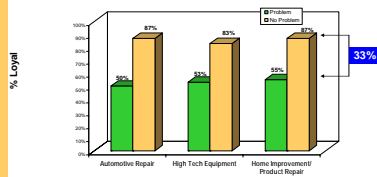


Jacques Training & Development, Inc.

Workshops

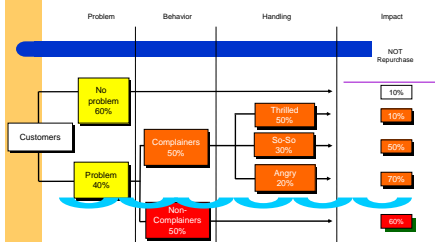
Creating Die-Hard Customers

Creating Die-Hard Customers: problem prevention



A problem usually decreases loyalty by 30-35%!
Source: TARP Industry Specific Data

Impact of Die-Hard Service



It's not a very big word. Seven letters that most of us feel has no meaning anymore. Service is talked about a lot in companies and organizations, even government agencies. It's built into mission statements, and prominently displayed on banners and company billboards that tout the importance of customers and how servicing them is our top priority. With all that exposure why then is it still so "scary" to go out in the public and face the front-line employees of companies we try to do business with?

In this workshop we take the concepts of customer service

and turn them into a practical process for creating "die-hard" customers. These are customers that have unparallel loyalty to products, distributors, dealers, retailers or service providers. They're success story generators and can't wait to share their positive experience with others, even when it's unsolicited.

Most importantly is the fact that "die-hard" customers are forgiving. Are we going to screw up on occasion? Sure. We're human. How do we take those stumbles and use that opportunity to prove even deeper, that we want their business. Die-

Hard customers are respectful of your long-term relationship with them, and don't leave you because of a bad experience.

They "stick" because of their knowledge that the experiences have been good in the past and have the faith and unrelenting trust that they will be good again in the future. They won't go away easy, and hold to the belief that it will be better next time. To your business the most important thing is that there will be a next time. That's why we have to always be creating;

Die Hard Customers



Creating Die-Hard Customers

- ✓ Set Service Standards
- ✓ Empower Every Employee
- ✓ Recover Relentlessly
- ✓ Verify Satisfaction
- ✓ Implement change "Willingly"
- ✓ Continually Seek Service Improvement
- ✓ Everyone Must Take Responsibility

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