

CUSTOMER LOYALTY TEXT OUTLINE

BEYOND CUSTOMER SERVICE – CREATING CUSTOMER LOYALTY

What Does Customer Service Really Mean?
Why Customer Loyalty? Isn't Customer Satisfaction Good Enough?
Customer Loyalty: A Strategic Advantage
What Does a Customer Really Want?
The Competitive Advantages of Customer Loyalty

CREATING AND MEASURING CUSTOMER LOYALTY

Creating an Emotional Tie Through Points of Connection
Understanding Yourself and Others
Measuring Customer Loyalty

EFFECTIVELY MANAGING STRESS AND IMPULSES

What People Say About Stress
Stress Management
Model 1: Activation – Believe – Consequence
Model 2: Stimulus – Choice – Response
Reducing or Eliminating Stress
Impulse Control

GOAL ACCOMPLISHMENT FOR SUCCESS

The Benefits
Criteria for Personal Goal Setting
Rewards and Consequences
Roadblocks to Success
A Solution for Every Obstacle
Action Steps and Dates
Persistence is Key

ALWAYS CREATING A POWERFUL CONNECTION

Connecting Starts With You
Handling Customer Complaints
Your Customers are Your Business

CUSTOMER LOYALTY ACTION PLAN OUTLINE

DREAM INVENTORY

Introduction to Dream Inventory

Dream Inventory

Checkpoint

SELF-EVALUATION

Self-Evaluation

Mental Development

Social Development

Physical Development

Financial/Career Development

Family Life Development

Ethics and Beliefs Development

GOAL PLANNING

Setting Goals and Establishing Priorities

Goal Planning Sheets Instructions

Goal Planning Example

Goal Planning Sheets

Final Checkpoint

GOALS ACCOMPLISHED

Instructions

Goals Accomplished Summary Sheets