



**LEADING
CUSTOMER
LOYALTY™**

ENGAGING YOUR TEAM TO WIN THE HEART OF EVERY CUSTOMER

“Always treat your employees the way you would want them to treat your best customers.”

STEPHEN R. COVEY



MODEL . TEACH . REINFORCE

You Want To Improve Customer Loyalty?

First, win the hearts of the people serving your customers. More than 70% of what makes a customer experience great is based on the behavior of frontline employees. If they are enthusiastic promoters of your organization, your customers are a lot more likely to be promoters too. Employees must feel like **valued members** of a **winning team** pursuing an **important mission**. It takes a leader to inspire and lead them to accomplish this.

Leading Customer Loyalty is a one-day work session for frontline managers to learn the principles and practices needed to win the hearts of employees and customers. Managers leave with a clear understanding of how to model, teach, and reinforce **empathy**, **responsibility**, and **generosity** through six essential practices:

1. Making a human connection
2. Listening to learn
3. Discovering the real job to be done
4. Following up to strengthen the relationship
5. Sharing information openly to help everyone win
6. Surprising with unexpected extras

This course can be delivered live in a classroom setting or via an online webinar. FranklinCovey can certify a member of your team to teach this work session, or we can deliver it for you.

PROBLEM	SOLUTION
<ul style="list-style-type: none"> • The customer experience is inconsistent while customer expectations for service have never been higher. • The most critical customer service people are the least empowered employees. • Frontline managers lack a clear understanding of how to model, teach, and reinforce the behaviors needed to earn customer <i>and</i> employee loyalty. 	<ul style="list-style-type: none"> • Based on 20 years of research and hands-on learning with a wide range of organizations, FranklinCovey's <i>Leading Customer Loyalty</i> solution is a unique approach to building employee loyalty first, and then customer loyalty. • Frontline managers are certified through leading 11 Loyalty Huddles with their team. • In most organizations, less than a 1% improvement in customer or employee loyalty pays for the solution.

In the *Leading Customer Loyalty* work session, managers learn how to:

- Make genuine human connections.
- Listen and communicate with empathy.
- Discover the real “job to be done” for customers and employees.
- Follow up to learn how to improve and resolve concerns.
- Give and receive feedback that builds people up.
- Inspire the team to share their best thinking and ideas.
- Run effective loyalty team huddles.



Managers learn to lead the 11 Loyalty Huddles and coach team members effectively using the:

- Leader Guide
- Practice Cards
- Scenario Cards
- *It's Who You Are* book
- Access to videos

**Specially designed materials may be purchased for each frontline employee to help managers teach the principles and practices in this work session. These materials include online modules, a short book entitled *It's Who You Are*, and the *Leading Customer Loyalty Practice and Scenario Cards*.*

For more information about FranklinCovey's *Leading Customer Loyalty* solution, contact loyalty@franklincovey.com or call 1-888-705-1776.