FranklinCovey



LEADING CUSTOMER LOYALTY™



MODEL . TEACH . REINFORCE

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

STEPHEN R. COVEY

LEADING CUSTOMER LOYALTY™

ENGAGING YOUR TEAM TO WIN THE HEART OF EVERY CUSTOMER

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 solution 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



PROBLEM	SOLUTION
• 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 and employee loyalty.	• Based on 20 years of research and hands-on learning with a wide range of organizations, FranklinCovey's *Leading Customer Loyalty* solution is a unique approach to building employee loyalty **first**, and **then** customer loyalty. • Frontline managers are certifed through leading 11 Loyalty Huddles with their team.

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



DELIVERY OPTIONS

This program can be delivered in either of the following options:

- **Public Workshop:** A special learning experience for individuals or groups from different organizations. Workshops are offered on a fixed schedule and at a suitable venue by FranklinCovey Vietnam.
- **In-house Workshop:** Exclusive training for your organization with standard content (Standard Program). Or exclusive training for your organization with tailored content to fit your needs (Customized Program).

FranklinCovey

FranklinCovey is the world leader in leadership development and cultural transformation with life-changing & timeless contents and impactful way of learning.

With the mission *"We Enable Greatness in People and Organizations Everywhere"*, FranklinCovey has been helping organizations develop exceptional leaders and winning cultures through training, consulting, and coaching. We are serving clients in more than 160 countries, including 75% of The Fortune 500.

FranklinCovey Vietnam (a member of PACE) is the exclusive partner in providing FranklinCovey's solutions for enterprises in Vietnam.

Our vision is to profoundly impact the way billions of people throughout the world live, work, and achieve their own great purposes.

OUR SIGNATURE SOLUTIONS

The solutions are built on universal values and principles, helping leaders at all levels develop leadership capabilities and transform their own cultures.

- The 7 Habits of Highly Effective People
- Leading at the SPEED OF TRUST
- The 4 Essential Roles of LEADERSHIP™ — Transforms Good Leaders into Great Leaders
- 6 Critical Practices for Leading a Team
- LIZ WISEMAN'S MULTIPLIERS — HOW THE BEST LEADERS IGNITE EVERYONE'S INTELLIGENCE
- Inclusive LEADERSHIP
- CHANGE — How to Turn Uncertainty Into Opportunity
- THE 5 CHOICES to extraordinary productivity
- PROJECT MANAGEMENT FOR THE UNOFFICIAL PROJECT MANAGER™
- LEADING CUSTOMER LOYALTY™
- UNCONSCIOUS BIAS™
- The 4 Disciplines of Execution

DEVELOP YOUR LEADERS	BUILD A WINNING CULTURE	CREATE BREAKTHROUGH RESULTS

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