

Alessandra On...

Customer Loyalty:

How to Get and Keep Customers...For Life

KEYNOTE SPEECH/PRINCIPAL POINTS

- The Stairs of Customer Loyalty: Turning a prospect into a sale, then into a customer, and then into an “apostle”
- Ensuring customer loyalty means that all employees must understand and be able to implement four sets of skills relating to marketing, selling, service, and relationships
- Identifying, managing, monitoring must be done before exceeding the customer’s expectations
- Exceeding a customer’s expectations creates a moment of magic; falling short of a customer’s expectations, creates a moment of misery
- “Recovery” is turning moments of misery into moments of magic
- Creating consistent moments of magic for your customers develops customer loyalty
- Customer intimacy occurs from the quantity and quality of customer communications and adaptability – your ability to change your approach depending on the person or situation you’re dealing with

THE WORKSHOP (adds depth in all areas, plus:)

- Strategies and tactics for identifying, managing, and monitoring customer expectations
- Determining the specific marketing, selling, service and relationship skills needed by the different groups of company employees
- Computing the lifetime value of a customer
- Brainstorming external keep-in-touch techniques (with customers) and internal keep-in-touch techniques (with the company team)

PARTICIPANTS LEARN

- How to focus on customer loyalty and retention
- How to stay close to the customer’s real needs
- How to create every-improving moments of magic

Turn your customers into business apostles who “preach the gospel” according to your company. Dr. Alessandra focuses on how everyone in your organization can become more customer-driven and less operations-driven; how to turn moments of misery into moments of magic for your customers; and how to create customer intimacy, customer retention, and customer satisfaction which leads to customer loyalty.

Formats

- **Keynote/General Session** — 45-90 minutes
- **Workshop** — 2-3 hours

Alternate Titles

- **Increasing Profitability through Customer Intimacy, Retention, and Satisfaction**
- **How to Turn Prospects into Apostles**