


Non-Stop Customer Awareness

John Kennedy

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The Evolution of a Culture

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The Evolution of a Culture

Event
Behavior
Systems
Culture

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Customer Service

The Customer is always right?
The Customer _____

Customer



Everyone in our organization

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Where Have All The Customers Gone?

- Died
- Moved away
- Naturally float
- Change on a friend's recommendation
- Can buy it cheaper somewhere else
- Are chronic complainers
- Go elsewhere because their expectations were not met

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Four Human Needs

- 1.
- 2.
- 3.
- 4.

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Customer Retention

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*Creating a happy customer is half the battle.
"Keeping" the customer is winning the battle.*

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Be Glad They Told You!

96% of unhappy customers never complain.

91% of those who don't complain will not buy again from the business that offended them.

The average unhappy customer will share the negative story with at least nine other people.

13% will tell more than **20** people.

The average unhappy customer will remember the incident for **23 ½** years.


The happy customer will talk about the pleasant experience for **18** months.

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A "Clear" Model for Crisis Management


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The Good News!

- Customers who complain to an organization and have their complaint satisfactorily resolved tell an average of five people.
- Between **54%** and **70%** will do business again with the organization if their complaint was resolved.
- That figure goes up to a staggering **95%** if the customer feels the complaint was resolved quickly.



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Value Positioning

Who we are:


1. _____
2. _____
3. _____

How we differ:

1. _____
2. _____
3. _____

Who are our customers:

1. _____
2. _____
3. _____



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