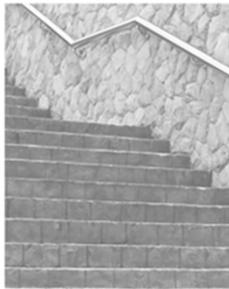




JFD Performance Solutions

*Striving – Performing – Achieving*

# How do you create and execute a customer loyalty strategy?



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# The function of business is to...

- Make money
- Make a profit
- Provide high quality products and services
- Be innovative
- Make a difference



Right?

# Actually...

“The function of business is to attract and maintain customers.”

– Peter Drucker, Business Guru

Whether  
a sole proprietor or a Fortune 500,  
for profit or not-for-profit,  
service or product based,

money and profits are the rewards for  
providing something your customers value.

# And, if you don't have loyal customers...

- Make ~~money~~
- Make a ~~profit~~
- Provide high quality ~~products~~ and ~~services~~
- Make a ~~difference~~



# How do you know when you have loyal customers?

It's simple...

Customers return on a regular basis

+

Customers recommend you to others

=

Customer loyalty



# Wanted: LOYAL Customers

**Faithful**

Constant

*Resolute*

Committed

Staunch

**Allegiant**

Unwavering

Ardent

**OBLIGATED**

Devoted

Dutiful

*Steadfast*

**Attached**

Can you feel the emotion?

To create loyal customers, you must provide positive emotional ties during every



**Point of Connection.**

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# What is a Point of Connection (POC)?

...a human interactive connection

“Regardless of how high a company’s satisfaction level may appear to be, satisfying customers without creating an emotional connection with them has no real value!”

- Gallup Organization, 2003

# Example: Hotel Points of Connection

- Parking
- Checking in
- Locating your room
- Examining your room
- Wireless access
- Examining the bathroom
- Comfort of the bed
- Room service
- Pool
- Staff



# How do we evaluate POC?

- List each step that a customer takes in transacting business with your organization.
- Develop a method(s) of measuring and tracking the actual experience at each POC.
- Create an emotional tie with/for the customer.
- Every service/connection point is critical.

On-time delivery

Error free

24-hour  
response time

High quality

Personal  
technical service

Free shipping

# Why do emotions matter in the customer service experience?

- Would you rather deal with a business you like or dislike?
- How many purchasing decisions are based on emotion and not need?
- Would you rather deal with a business highly recommended by a friend or the yellow pages?



# Points of Connection matter for building loyalty.

Building loyalty is about building relationships, both *externally* and *internally*.



So...

Customers must associate you with a consistently positive emotional experience.  
It becomes a competitive advantage.

The simplest, most effective success strategy goes beyond customer satisfaction and focuses on creating customer loyalty.

# So...how do you create and execute a customer loyalty strategy?

- Ensure alignment with the overall organization strategy.
- Know who your customers are, who you want to be your customers, and why you are best able to serve them.
- Develop a detailed action plan: What – Who – When.
- Address all Points of Connection.
- Establish the necessary systems, processes, and rewards.
- Measure...because you get what you measure.
- Involve and engage your customers and all employees.
- Communicate, communicate, communicate.

# What is your next step?

Complete the [Customer Walk Decision Matrix](#)!

