

Creating Passionately Devoted Customers

To stay competitive, organizations must not only focus on customer retention and loyalty, they must also move to create that emotional connection we call customer devotion.

Chip Bell

Today's customers are very different – their choices are greater than ever before, their requirements are more demanding, and their expectations are sometimes unreasonable. To stay ahead of the competition, customer service must be approached differently.

Creating Passionately Devoted Customers is based on the compelling research of Dr. Chip Bell, best-selling author and one of the world's leading authorities on creating renowned brands through remarkable service. The best service professionals deliver service in ways that are fundamentally different and completely unique.

This program is not your typical customer service program. It is designed for teams that already know the basics and now want to strengthen their brand through creating customer devotion.

PROGRAM OBJECTIVES

- Understand and appreciate the value of customer devotion
- Explore key factors that create long-term customer devotion
- Learn a process to strengthen the brand connection with the organization
- Learn cutting edge tools and techniques for attracting and keeping devoted customers
- Develop personal plans for insuring sustained customer devotion

STEPS FOR CREATING DEVOTED CUSTOMERS

Participants learn the BRAND model:

- Establish a **Bond**
- Create a **Relationship**
- Eliminate **Anxiety**
- Add **Novelty**
- Insure **Dependability**

PROGRAM SPECIFICS

Audience:	Work teams already trained in customer service basics
Length:	Eight hours
Format:	Workshop environment with discussion and action planning
Class size:	Up to 20 participants per workshop

©2003 Chip R. Bell and The Chip Bell Group
Distributed by: Premier Training Solutions

TESTIMONIALS

"During my 15 years at Verizon Wireless, I have been to dozens of trainings about attracting and retaining loyal customers. I thought I had heard just about every tip out there. However, I walked away from this training equipped with a whole new set of tools!"

Region President, Verizon Wireless

"It was a thought provoking session of how to go beyond world class service and how to build long term 'partnership relationships.' Since the training, I have looked for ways to implement the ideas and strategies to form these 'partnership relationships' with my clients."

Resident Vice President, Merrill Lynch

"The content on 'loving the customer' was extremely relevant. The training also sparked an interest in our team to create customer enchantment ideas."

Executive VP, DAS, Division of Omnicom Group Inc.



Headquarters: Mills River, NC
(828) 333-1729
info@premiertrainingsolutions.com