

Inspiring Lifetime Loyalty™

MISSION:

Secrets to Inspire World-Class Customer and Employee Satisfaction

YOU WILL LEARN HOW TO:

- ▶ Create a vision that aspires to becoming world-class.
- ▶ Obtain 100% ownership and commitment from all levels for total customer and employee satisfaction.
- ▶ Implement a logical step-by-step checklist to create a culture dedicated to lifetime customer loyalty.
- ▶ Create a system to measure and continuously improve customer levels of satisfaction.
- ▶ Empower frontline personnel to satisfy customer “complaints” by practicing the golden rule with difficult customers.
- ▶ Utilize a service strategy to position and market your product/service as a value-added innovator.
- ▶ Implement the 6 imperatives of a culture that employees never want to leave.
- ▶ Create a truly customer-driven culture.

SEMINAR ATTENDEES SAY IT BEST:

“So many great ideas that it is difficult to choose the one to work on first.”

– Debbie King, Customer Service Manager, Sequoia Hospital, CHW

“Provided us with practical applications for our everyday patient satisfaction problems. It’s a breath of fresh air to have real options from a person who knows.”

– Jeff Canley, Supervisor, Asante Health System

“Great insight into professionalism and motivation. Helps us to keep on top.”

– Dianne Hunziker, RN, Lodi Memorial Hospital

