

Customer Allegiance

“Creating and maintaining customers”



Student Workbook

Customer Allegiance

In today's competitive environment we must have more than customer service we must have customer allegiance. There are three aspects to developing allegiance from customers.

1. We must believe and be positive
2. We must understand and serve the customer
3. We must breed customer allegiance

The most important aspect in creating customer allegiance is in believing in you and your service. This begins in your thoughts and feeling of about you. We become what we think about most of the time.

Customer Allegiance is built one positive hearing, listening, spoken word, feeling, and action at a time. Believing and becoming positive is determined by your ability to do the following things.

- Seeing the _____ in things
- Seeing how to _____ the good in a bad situation
- Seeing the _____ when an obstacle faces you
- Seeing "_____" with things
- Treating others the way you _____ to be treated
- Encourage others when they need _____
- _____ others from owing you when they have hurt or offended you
- Allowing the negative and poisonous things of life to _____ as the sun sets in the evening
- Accept the bad days as a day that will _____ away
- Saying nice or _____ things
- Deciding to be _____ happy ... this is called joy
- Be _____ for your attitude and words

As you work forward towards adding the words "all the time" to each of these statements you will discover what believing in you and your service is all about. Having a positive attitude is not located in what happens to you; rather it is in what you do with what happens to you.

Your positive attitude is a "Self Imposed" blessing!

We must understand and serve the customer to develop customer allegiance is realized in gravitating towards the following seven core values.

CORE VALUE NUMBER ONE

Serving the customer begins in understanding they are the boss and they are the one that signs your paycheck.

“The more you work for the customer success the more allegiance they will have for you”

CORE VALUE NUMBER TWO

Your personal commitment to a positive attitude _____ the level of service you perform.

“Your attitude is the customer’s perception of the entire team”

CORE VALUE NUMBER THREE

Understanding that customers come to you through a call, contact, or visit for one reason ... “THEY _____ WHAT YOU HAVE”

“When it is all said and done they BUY you not your product”

CORE VALUE NUMBER FOUR

The value of customer allegiance is _____

“When you connect with this customer you also connect to their contacts”

CORE VALUE NUMBER FIVE

The quality of the _____ determines their allegiance

CORE VALUE NUMBER SIX

When they start _____ is when true allegiance begins or ends

Serve them a positive sandwich:

Start with positive, put positive in the middle, end with positive

CORE VALUE NUMBER SEVEN

The way they feel when they are _____ with the transaction determines their level of allegiance

“If you were your customer today, would you come back?”

Breeding Customer Allegiance

Allegiance is built over time through multiple positive service opportunities. The demonstration of allegiance is in the “word of mouth” advertising that happens after the transaction is completed. The customer who has a high degree of allegiance will come back to you over and over again. Over time it is less about price and more about you and the relationship the two of you have developed.

Customer allegiance is the result of multiple positive experiences. It increases or decreases over time, based on deeds, feelings, and words.

The Seven Seeds of Breeding Customer Allegiance

FIRST SEED

Be _____ where usual is expected and accepted. Add the “WOW” to the experience to where they must tell others of you and the experience.

SECOND SEED

Go the _____ in the way you speak, look, and react to them

THIRD SEED

Give service beyond the _____ transaction

FOURTH SEED

Become _____ for your customer

FIFTH SEED

Give them the most _____ service they have ever had

SIXTH SEED

Give them _____ service above and beyond their expectations

SEVENTH SEED

Be fun, enjoyable, positive and likeable and they will return with their friends and contacts

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