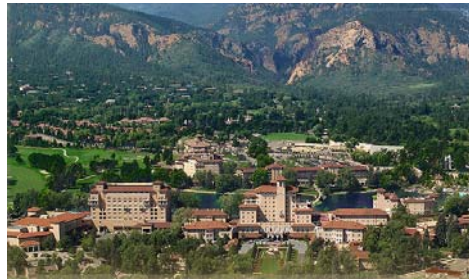
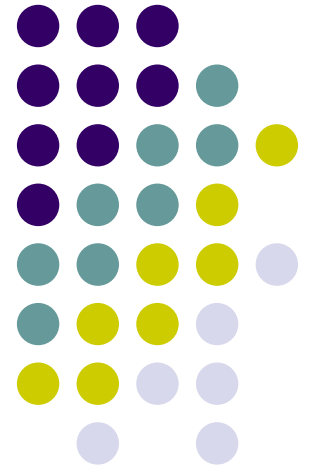


Out of the Box: Building and Retaining Customer Trust



2009 Conference

THE
BROADMOOR
COLORADO SPRINGS



Customer Retention & Loyalty



- Are products of a carefully and thoughtfully constructed business environment?
- Creating an environment that fosters a relationship based on trust.
- How do you establish and maintain trust relationships with your customers?



Who Can You Trust?

- Today people do not trust:
 - The Government
 - Their Banks
 - Their Insurance Companies
 - Their Elected Officials
 - The Economy
 - Their Employers

They need and want to trust you...



- Percentage of business that is repeat business.
 - What is the impact of losing one customer?
- Where have all the banks gone?

Managing the customer experience in the new economic environment.



- How do you give the customer the sense of peace and comfort they are looking for?
- You ARE their anchor is this period of uncertainty.
- Customer focused approach is right (before, during and after the downturn).

Your Marching Orders...



- Delight customers when it makes sense (and cents) ... is it a moment of truth?
- Fix where the company fails on its promise ... is it a point of pain?
- Right size delivery when the interaction isn't important to the customer... is it relevant?
- You cannot just abandon brand and value promises to customers because your situation has changed – it's still a two way street.

Companies are reaching out to assure their customers



- **Our pledge (CIGNA's New Pledge to Customers)**
- At CIGNA we can't speak for everyone.
- But we can speak for ourselves.
- Hear this.
- You are our partners and customers.
- Serving you is a privilege.
- And a responsibility.
- It is our responsibility to be understandable.
- It is our responsibility to treat you as real people.
- It is our responsibility to help you when you are in need.
- We will make the process easier.
- So that you may enjoy and manage
- The greatest treasure you own: your health.
- We will encourage. We will protect. We will adapt.
- When you need us, you will know us by our names.
- We will know you by yours.
- And we will do everything within our power to keep you healthy.
- Healthy body. Healthy mind.
- And together we will explore possibilities instead of limitations.

Things you can and need to do



1. Know what you are talking about.
2. Give them the right advice.
3. Manage their expectations.
4. Do What You Say You're Going to Do.
5. The Target Model.
6. I hear you, I understand you and I am responding to you.

Conclusion



Improving customer experience doesn't have to mean higher costs for organizations. In good markets, customer experience is synonymous with revenue and share growth. This obvious correlation should not be permitted to overshadow the role of customer experience in down markets. Recognizing the two-way street with customers, knowing where and how much to cut without compromising brand promises and customer trust is a key advantage that customer focus provides to organizations. Smartly done, companies can cut operational costs while retaining its best and profitable customers. This makes sense in the here and now, and lays the groundwork to capture future share from competitors who don't apply the rules of customer focus in their cost cutting efforts.



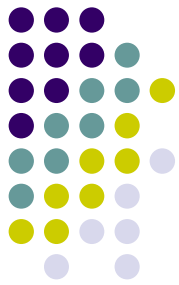
- Workshops & Seminars
- Corporate Retreats
- Assessments and Implementation
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- Customized Programs

Greenhouse Organizational Resources, Inc.

Workshops



- If you would like to bring this workshop back to your home office or location, it can be done in person or virtually. The choice is yours!



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