

CUSTOMER LOYALTY

Change Frontline Behavior
Delight Every Customer
Drive Faster Growth



FRANKLINCovey's CUSTOMER LOYALTY SOLUTION

We help retail chains and other multi-unit operators drive faster revenue and profit growth through increased customer and employee loyalty. Partnering with Fred Reichheld, loyalty expert, creator of the Net Promoter System (NPS), and bestselling author, we help organizations measure and improve customer and employee loyalty through accurate metrics and world-class training and consulting.

We provide an accurate ranking of the level of customer service (NPS–Net Promoter Score) and employee engagement (ENPS–Employee NPS). With this ranking, companies can coach and train the bottom performers and then praise, reward, and gather best practices from the top performers. Through this process, we help companies create a more customer-centric culture to drive faster growth.

Net Promoter System (NPS) - Phone/Email Surveys and Improvement Process



FranklinCovey begins by ensuring you have an accurate and reliable measurement of the customer service provided across your organization. We typically use a high co-op rate phone survey to capture a representative sample of all customer attitudes combined with email surveys to give every customer a voice. Results are reported in a simple, meaningful way at all levels of your organization through a customized web portal. Frontline managers can see their scores and trends, read customer comments, call back unhappy customers, and take action to delight a higher percentage of customers.

Employee Loyalty and Engagement Solution (ELE) - Web Survey and Action Planning Process



The FranklinCovey ELE helps organizations measure and improve employee loyalty and engagement towards their most important goals. The process begins with a brief web survey for employees followed by bottom-up action planning to drive organizational change. Organizations want passionate, loyal employees who do their jobs more effectively with more heart. The ELE solution helps build a culture where employees feel like valued members of a winning team pursuing an important mission. If your employee and customers are loyal, you will see faster growth.

Customized Customer Surveys



The Customer Loyalty Practice can conduct customized customer research studies such as a Category NPS Study that shows how you stack up against the competition and various relationship and transactional surveys.

The 7 Habits of Outstanding Customer Service - Training



Inspire your frontline employees to serve customers in ways that will delight them and increase their loyalty to your organization. Loyalty is an emotional relationship. Loyal customers don't just like you, they love you. We believe the attitudes and behavior of your frontline employees are by far the most important ingredients in delighting customers. *The 7 Habits of Outstanding Customer Service* trains employees from the inside out on how to delight a much higher percentage of their customers.

Start inspiring employees to delight each customer to drive faster growth.

For more information, please visit www.franklincovey.com/loyalty or contact us at: 801-817-5420 or loyalty@franklincovey.com.