



Making Customer Service Count

by
Tom Borg

Short Description of the Presentation:

Delivering great customer service doesn't just happen, it's part of a long-term strategy. This presentation covers multiple tips on how to retain, and grow, your customer base.

Defining Outstanding Customer Service

Leaking Barrell Marketing Theory

Five Great Reasons to Provide Outstanding Customer Service

Investment Ratio: Old Customers vs. Gaining New Customers

Statistics on Why Customers STOP Business with a Company

Six (6) Customer Mistakes that Must Be Avoided

Four (4) Things Every Customer Really Wants

Calculating the Lifetime Value of a Customer

The Cycle of Customer Service

Customer Perception Inventory

Four (4) Questions the Customer Has That They Will Never Ask