

# WINNING

Customer Loyalty®



INSPIRING EMPLOYEES TO DELIGHT CUSTOMERS DRIVES FASTER GROWTH

## FranklinCovey Employee Loyalty and Engagement (ELE) Solution

“The purpose of business is to create and keep a customer.”

—Peter F. Drucker

Are you building a culture that inspires and ignites your employees to delight *every* customer, regardless of where your people work; on the front line, in the back office, or at your corporate headquarters?

Fred Reichheld, creator of the Net Promoter Score (NPS) and author of several bestselling books, has demonstrated that increased customer loyalty leads to faster growth. In his bestselling book *The 7 Habits of Highly Effective People* Stephen R. Covey says, “If we want to change a situation, we first have to change ourselves. And to change ourselves effectively, we first have to change our perceptions.” FranklinCovey believes the attitudes and behaviors of your employees are essential ingredients to delighting more customers. We are experts at helping organizations achieve results that require a change in human behavior.

Your employees must be fiercely loyal to your organization as a place to work and to their supervisor as a person to work for to create and sustain a loyal base of customers. To become enthusiastic promoters of your organization, your employees must feel like *valued* members of a *winning* team pursuing an *important* mission.



### Challenge

Disengaged/Disloyal Employees + Poor Customer Service = Lost Growth Opportunity

- Do your customers feel like: “Wow, that was one of the *best* experiences I’ve ever had”?
- How engaged are your employees in delivering a “wow experience” to every customer regardless of where they work?
- How loyal are your employees to the organization, to your business, and to their supervisor?
- How many of your employees truly believe they are valued members of a winning team pursuing an important mission?

## Solution

Employee Loyalty + Customer Loyalty = Faster Growth!

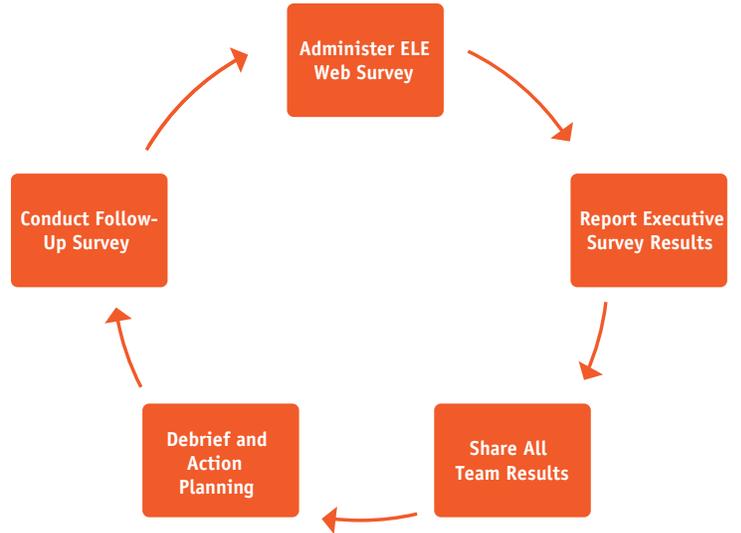
- Measure employee loyalty and engagement with a short web based employee survey completed in 15 minutes.
- Provide supervisor training to debrief survey results and develop action plans.
- Deliver tools to help managers identify ways to engage their team to delight every customer regardless of where they work.
- Identify areas of success and opportunities for improvement at all levels of the organization.
- Improve loyalty through bottom-up action planning.

## What's Different about the FranklinCovey ELE Process?

Bottom Up vs. Top Down. While we provide an executive summary of the results, the power in the ELE process works through a bottom-up action-planning process.



## ELE Survey Process



Debrief results, gather feedback, and create action plans around:

- What 2–3 things could our team do to delight more customers?
- What 2–3 things do we need from the executive team to delight more customers?

This process is a bottom-up culture-building tool to focus employees on delighting more customers to drive faster organization growth.

“Your competition can copy every advantage you’ve got — except one, *your culture!*”

—Geoff Colvin

## Start Inspiring Employees to Delight Every Customer.

For more information, contact a FranklinCovey representative at 888-576-1776 or [loyalty@franklincovey.com](mailto:loyalty@franklincovey.com).

