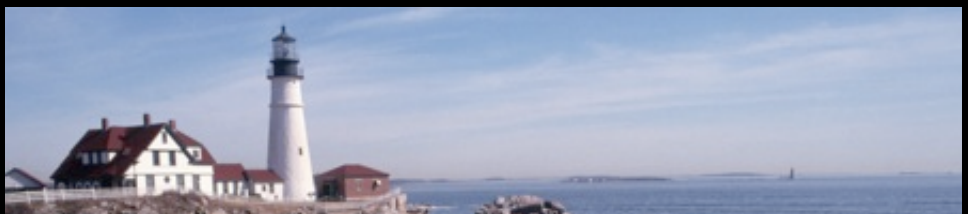




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Open Line

Guest,

Welcome to:

Customer Relationship Management Everything Is Accomplished Through Relationships

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:

Tom Drucker, CEO
Consultant In Corporate Innovation

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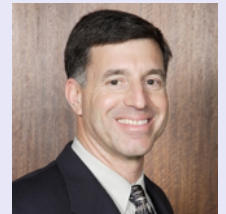
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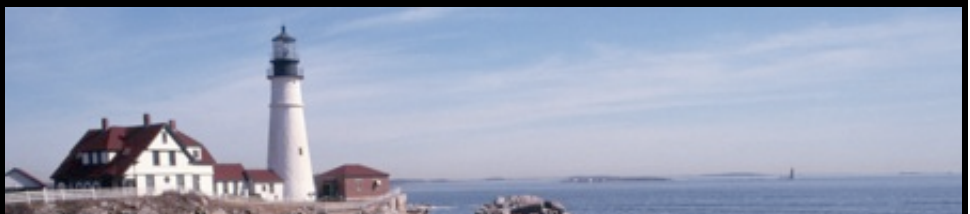
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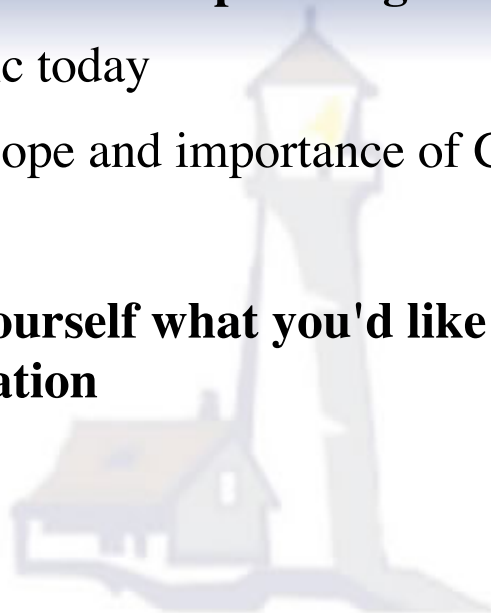


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Open Line

Customer Relationship Management - CRM

- Defining our topic today
- Describing the scope and importance of CRM to you and your company
- Clarifying for yourself what you'd like to get out of today's conversation



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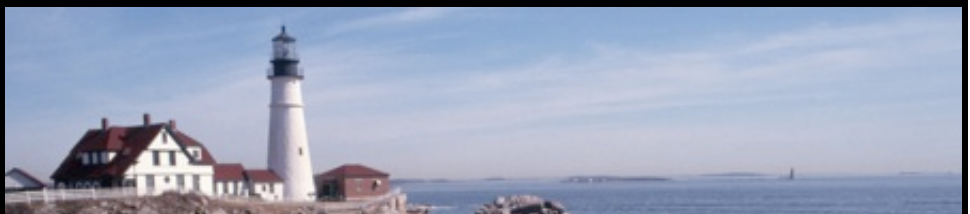
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Open Line

Who Are Your Customers?

- **Externally** who are your customers?
 - Knowing the costs of acquiring a customer, retaining a customer and losing a customer
- **Internally** there are many customer relationships that also matter

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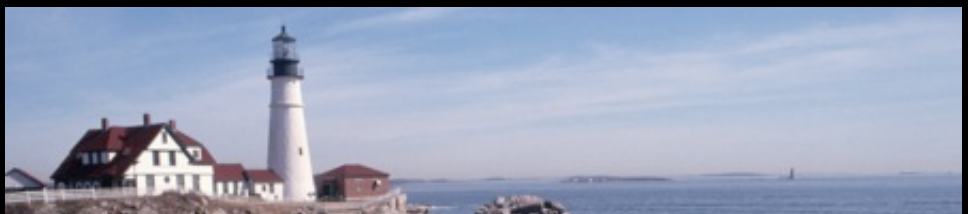
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Open Line

Customer Relationship Management: Defining What It Is

- It's a mindset
- It's a process
- It can be measured
- **Defining CRM for yourself and for your organization**



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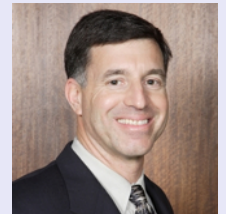
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Open Line

Customer Relationships Matter More Today Than Ever Before

- Understanding the competitive landscape of your industry and your market
- Knowing your specific competitors and defining your value proposition in your marketplace
- Appreciating the importance of Talent Management to the success of your business



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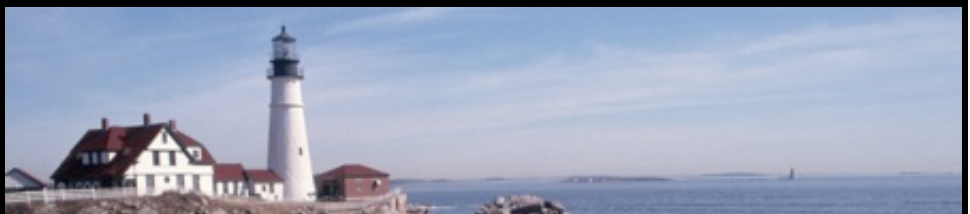
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Open Line

What Is The Meaning Of A Mindset?

- As people see the world, so they behave. - David Logan
- Behavior is directly correlated to perception. To change behavior, shift perception. – Warren Bennis
- **Notice your (and your colleagues') mindset related to customers**



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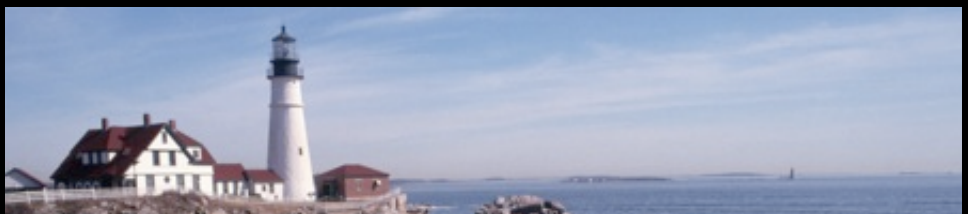
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Open Line

Creating and Sustaining Great Relationships

- **Listening** to the words, meaning and mood behind the words
- **Active empathy:** speaking with the intention that the other person feels understood and appreciated
- **Repairing and recovering** customer relationships through providing something of value

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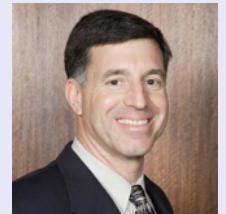
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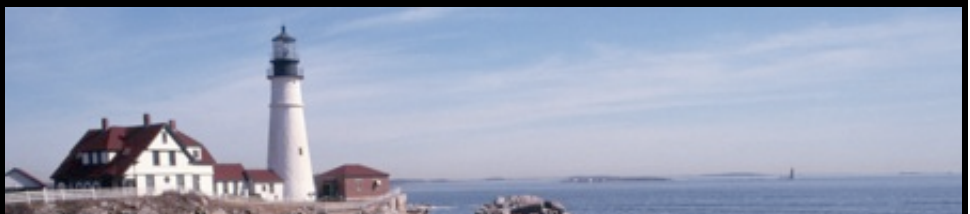
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Open Line

Stories From The Front Lines Of Customer Service

- Supplier to supply chain partner
- New car purchase
- Telephone and cable: Verizon VS. Time Warner
 - Who is easier to do business with?
- **Lessons learned from these stories**



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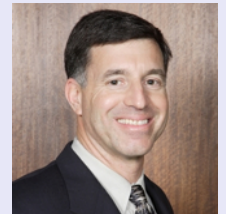
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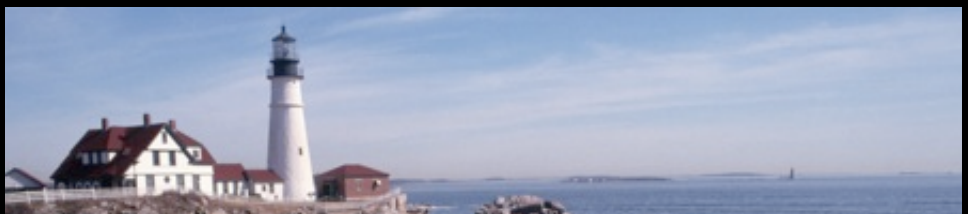
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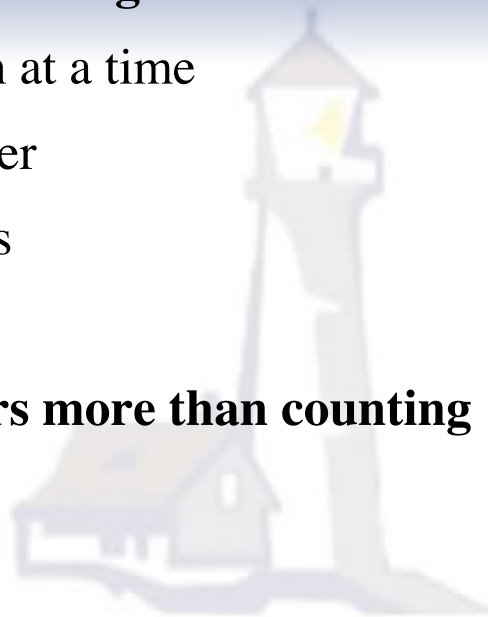


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Open Line

Measuring Customer Service

- One conversation at a time
- Metrics that matter
- Identifying trends
- **Learning matters more than counting**



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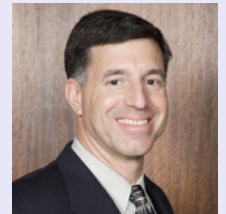
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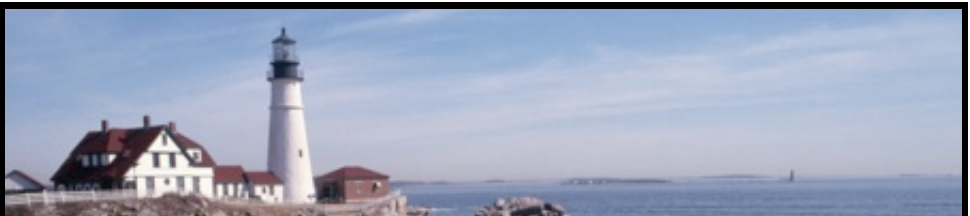
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Open Line

**The happiest people don't have the best of everything,
they just make the best of everything.**

- Zappos culture applied to a professional services firm
- Working hard for something we don't care about creates stress; working hard for something we love is called passion.
- **Did each of you take away from today's conversation something of value for yourself and your company?**



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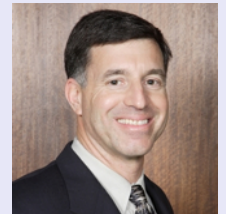
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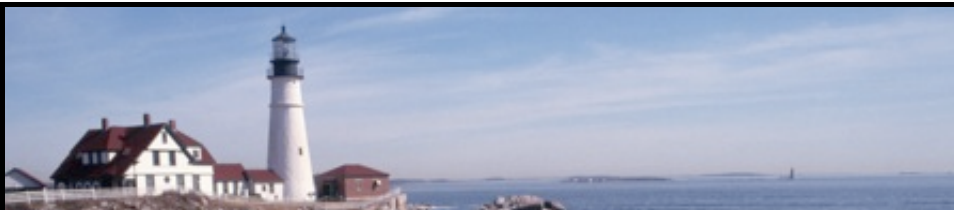
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Open Line

**Thank you for your thoughtful participation, questions and willingness to improve
the quality of your customer service relationships**

**Customer Relationship Management
Everything Is Accomplished Through Relationships**

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Technology Can Transform How You Do Business

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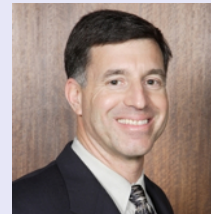
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