

Bright IDEAS: Can't Get No Satisfaction? Build Retention and Create Positive Customer Interactions



There are precious few upsides to our economic woes, but one tiny grain of hope is the increased power of the customer. Most executives say that customer experience is crucial to their business, but very few understand how it affects their bottom lines.

You may be tempted to abandon your customer experience efforts because you are not sure your company will reap the benefits of stronger customer loyalty. However, remember that customers are increasingly intolerant of poor customer service, and they are fighting back in a number of ways - 81% will stop doing business with you, 84% are ready to tell others and 20% will post negative feedback online or to a blog.

Every customer interaction is an opportunity to *build or destroy* customer value. Take a proactive approach to maximizing every customer interaction by mapping out the processes that touch your customers, identifying ways in which you can improve the customer experience, and carefully redesigning those processes to align with your customer strategy. In our experience, redesigning work to improve the customer experience reduces work by 10% to 15%, aka *streamlining*. And, imagine what that can do for your bottom line!

Of note: Several years ago I had the pleasure of attending a conference featuring Dr. Michael Hammer. His book *Reengineering the Corporation* co-written with James Champy was instrumental in capturing the focus of the business community towards business process improvement. Sadly, last month Dr. Hammer passed away. Thousands of companies profited from his teachings and ideas. He will be missed.

CQM's 9th Annual National Performance Improvement Conference **Learn, Leverage Lead!** is being held next week on October 29th at the METS Center in Northern Kentucky. I'll be presenting *Think Outside the Box: The Human Interaction Process Model*. To learn more, [click here](#). Join us!

Our method and techniques are simple and straight forward and always focused on human interactions. To learn more, [contact us](#) today. Brought to you by the experts in workflow solutions that work.

Memorable Quote:

"It's not that I'm smart. I just stay with problems longer."

*Albert Einstein
Physicist
1879-1955*