


Presented by



How To Bounce Back After A Crisis & Get Back To Business

Re-evaluate Your Customer Experience and Focus on RELATIONSHIP Marketing


with
Jeff Tobe M.Ed, CSP

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Balance between TASK vs. RELATIONSHIP




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Poll Question

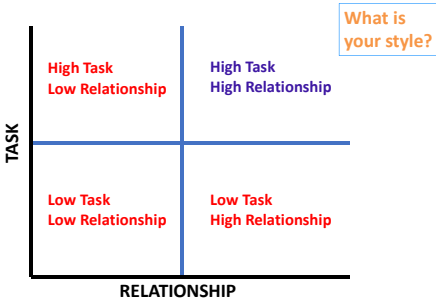
**Are you more TASK oriented
or RELATIONSHIP oriented?**



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What is your style?

High Task
Low Relationship

High Task
High Relationship

Low Task
Low Relationship

Low Task
High Relationship

TASK

RELATIONSHIP

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Relationship Marketing

Relationship marketing is a part of customer **relationship management (CRM)** that focuses on **customer loyalty** and **long-term customer engagement** rather than shorter-term goals like customer acquisition and individual sales.

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5 Steps for GREAT Customer Experience To Bounce Back After a Crisis

Reconsider the "4 C's" of Relationship Marketing

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4 "C's" of Relationship Marketing

BE...

- Clear

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4 "C's" of Relationship Marketing

BE...

- Clear
- **C**onsistent

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4 "C's" of Relationship Marketing

BE...

- Clear
- Consistent
- **C**onfident

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4 "C's" of Relationship Marketing

BE...

- Clear
- Consistent
- Confident
- **C**oncise

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4 "C's" of Relationship Marketing

BE...

- Clear
- Consistent
- Confident
- Concise

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5 Steps for GREAT Customer Experience
To Bounce Back After a Crisis



5. Reconsider the "4 C's" of Relationship Marketing

2. Accept that there's ALWAYS More Than ONE Right Answer

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From every challenge comes an opportunity!



perspective


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Give Yourself an A.S.K

ALTERNATIVE
SOLUTION
KICK




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The “Harvey Principle”

FROM: *Coloring Outside the Lines*



“Learn to see invisible opportunities where other people see only visible limitations”

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5 Steps for GREAT Customer Experience To Bounce Back After a Crisis



5. Reconsider the “4 C’s” of Relationship Marketing

4. Be a **RELATIONSHIP** Manager Not a **TASK** Manager

Accept that there’s **ALWAYS** More Than **ONE** Right Answer



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Listen to your environment for whispers of opportunity!

Listen with your ears and your heart!




Shattering the stereotype is all about communicating in a way in which they WANT to be communicated to!

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Listen with your Eyes & Ears



10% WORDS
30% TONE OF VOICE
60% BODY LANGUAGE

People communicate with us in many ways

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**Ambiguity
IS
Reality**

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5 Steps for GREAT Customer Experience
To Bounce Back After a Crisis

5.

Reconsider the "4 C's" of Relationship Marketing

Accept that there's ALWAYS More Than ONE Right Answer

Be a RELATIONSHIP Manager Not a TASK Manager

Become a Story-Teller

Engage Your People at a Different Level

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Storyteller

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5 Steps for GREAT Customer Experience
To Bounce Back After a Crisis

Engage Your People at a Different Level

Reconsider the "4 C's" of Relationship Marketing

Accept that there's ALWAYS More Than ONE Right Answer

Be a RELATIONSHIP Manager Not a TASK Manager

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1. Strategic Drivers

2. Customer Segmentation

3. Customer Engagement

4. Employee Engagement

5. Training & Tools

6. Process Orientation

7. Joint Workouts

8. Capacity for Change

9. Consequences

10. Committed Leadership



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ENGAGE YOUR 'CUSTOMER'

Move from impressions and input to INVOLVEMENT:

- VOC Initiatives, Surveys, Listening Points
- Personal visits and forums
- Turn Touch Points into "ANTICIPATE MOMENTS"



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To INFLUENCE customer experience, consider every one of your people's touch points!

Touch Point = "any opportunity we have to INFLUENCE the customer experience"

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5 Steps for GREAT Customer Experience
in Turbulent Times

1. Reconsider the "4 C's" of Relationship Marketing
2. Accept that there's ALWAYS More Than ONE Right Answer
3. Be a RELATIONSHIP Manager Not a TASK Manager
4. Become a Story-Teller
5. Engage Your People at a Different Level

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