

A large graphic for the seminar. It features a teal background with a large, wireframe globe on the right side. In the foreground, there are silhouettes of two business people shaking hands. The text 'Turning Loyalty Into Gold<sup>SM</sup> Seminar' is centered at the top. Below the globe, there is a black box containing a list of topics and a small icon of an upward arrow pointing to 'SALES & PROFITS'. At the bottom of the graphic, the quote 'Building Customers for Life' is written in a serif font.

**Turning Loyalty Into Gold<sup>SM</sup> Seminar**

CUSTOMER SATISFACTION  
CUSTOMER LOYALTY  
CUSTOMER RETENTION  
CUSTOMER PROFITABILITY  
COMPETITIVE BENCHMARK  
BEST IN CLASS  
BOTTOMLINE

↑ SALES & PROFITS

**“Building Customers for Life”**

**!Satisfaction - Loyalty – Retention Workshop!**  
**To Maximize Your Retention, You’ve Got to Know the Score**

**Building Customers for Life**

Customer Satisfaction, Loyalty & Retention plays an increasingly critical role in today’s competitive business environment. Customer expectations for quality and responsiveness have reached all-time highs. Unfortunately, so have costs.

You must understand how your organization measures up to customer expectations and the competition.

The Workshop will help you evaluate and improve your customer satisfaction and loyalty score in a workshop filled with invaluable information from industry proven techniques that will increase your revenue and profits.

Roll up your sleeves as we work together to improve your customer satisfaction score by:

- Developing loyalty metrics to measure your organization
- Learning successes and pitfalls of other organizations
- Learn about key driver analysis to identify your organizations strengths and weaknesses
- Learn how employee Recognition & Reward Programs will dramatically increase customer loyalty



## Turning Loyalty Into Gold<sup>SM</sup> Seminar

Investments in Customer Relationship Management can yield many benefits. Some organizations look for faster market penetration and others seek greater profitability through lower cost. However, the ultimate goal is to create more loyal customers to drive revenues. In this session, we examine the ways customer service organizations can measure, manage, and improve the loyalty issue.

Imagine the competitive powers your company would have, if you could improve customer loyalty by 5%, which would result in a typically improving profitability between 25% to 85%. Learn out to identify where your organization is between a company where service is a non-priority and one that has become the benchmark for their industry.

In today's age where customer and employee loyalty is becoming extinct, learn how to develop an effective customer loyalty program. Discover how companies such as the Ritz Carlton and L.L. Bean have become the benchmark for their industry and achieved extraordinary results. Discover the secrets of these and other "World Class Service" organizations in building customers for life.

Learn:

- The key drivers of customer loyalty and what customer want
- Why it is 5 times more expensive to acquire new customers then to retain existing ones
- The key components of a customer loyalty program
- How to implement a customer loyalty program
- How to retain and grow your key accounts
- The key driver analysis to identify, drive and monitor your key initiatives
- How to tie employee recognition & reward to measurable increasing in customer satisfaction
- How to leverage your investment with Loyalty Marketing
- Return on Investment (ROI) analysis



300 Concord Road, Suite 330, Billerica, MA 01821-3746  
Phone: (866) 610-6700 / Fax: (978) 663-2990 / Website: [www.crmirewards.com](http://www.crmirewards.com)

---

## Practitioner profile

### *William J. Moore*



As the Director of the CRMI, Mr. Moore's duties include the designing and delivery of on-site training and webinars on Loyalty Management Strategies, Customer Relationship Management Skills and Corporate Certification for Professionals. These programs are focused on helping our client's increase their customer satisfaction, employee retention and profitability.

Mr. Moore has delivered numerous webinars and onsite training classes to front line personnel, management and other employees at companies such as: Hologic, Thoratec, Accusoft, ABB, Zildjian and Brenntag. Topics typically include: Improving Customer Relationship Management Skills, Problem Solving, Decision Making, Dealing with Difficult People and Time Management.

Mr. Moore has a successful background as a service professional with over 30 years experience working with Honeywell, Data General, Wang Laboratories, EMC, and Kronos Incorporated. He has held senior management positions such as WorldWide Director of Technical Operations, Director of Customer Service Programs, Manager of New Product Support & Strategic Alliances, and President of Moore Merit Consulting.

His expertise in creating, developing and implementing customer satisfaction programs have lead to increased customer satisfaction and profitability at Wang Labs, EMC and most recently at Kronos achieving a customer satisfaction level of 97% which resulted in being awarded the Omega NorthFace ScoreBoard Award. In addition to the customer satisfaction program, Mr. Moore had responsibility for the service line of business achieving more than 70 million dollars in revenue annually and generating in excess of a 60% gross margin.

At Wang Laboratories, he led the strategic relationship with IBM with the responsibility of developing support methodology, integration of support processes and implementation of support plans on a WorldWide basis to provide seamless support of select IBM hardware and software products to Wang customers. The support program was so successful and client customer satisfaction so high, many IBM customers were requesting Wang support services rather than going directly to IBM.

### Curriculum vitae

Mr. Moore graduated from the Executive Management Program of Louisiana State University, the DeVry Technical Institute and the United States Coast Guard Advance Electronics Center.

He has served as an instructor at the U.S.C.G. Electronics Center, a Quality Leadership Instructor at Wang Labs, taught at the New Hampshire College of Management on Service Management and presented at the Northern Essex College Business Conference on Customer Satisfaction Processes and Techniques. He has also delivered over one hundred seminars on employee and customer loyalty over the past five years.