



## TRAITS OF SUCCESSFUL CUSTOMER SATISFACTION PROGRAMS

➤ *Sponsorship from the top.*

These organizations have a leader who walks the walk and ensures that critical strategies and initiatives meet the customer test.

➤ *A burning hunger for information, from varied sources.*

These organizations are not just content with internal measures. They seek feedback from customers and non-customers alike. They want to know how well they're satisfying their customers and how this compares to their competitors' performance.

➤ *New information, good or bad, is a goldmine.*

These organizations view every kernel of feedback as an opportunity to learn. They understand that sometimes they might discover findings they don't like. But they realize the incredible opportunity for growth and innovation that accompanies this kind of learning.

➤ *"We better do something, now!"*

There's no stalling with these organizations. They are quick to mobilize and take action based on customer feedback, even when that action involves wounding

sacred cows or reinventing processes that have been etched in stone for years. They know that neither time nor the competition waits. Victory comes only to those who take action.

➤ *Customer satisfaction and loyalty is a part of everyone's job!*

Research sponsors readily share the results across their organizations. Executives mandate that the findings be woven into programs, protocols and processes. These organizations integrate customer satisfaction and loyalty into the duties and goals of every employee. They make customer satisfaction part of the everyday, not something done on the side when there's time. And, in doing so, they place the customer at the center of their organizations – a proven prescription for success!

➤ *Long-term customer loyalty is sustained by motivated employees.*

These organizations understand that most employees want to achieve results for their customers. However, employees must be given the necessary resources and authority to get this job done, and the recognition and appreciation for getting this job done well.

Excerpt from an article in Quirks, by Karen Ahlgrim of M/A/R/C Research in Irving, TX



### Upcoming Seminars & Conferences

[Knock-Your-Socks-Off Customer Service](#) » Padgett-Thompson » August 22-23 in Seattle/Tacoma  
[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)

[Annual Marketing Research Conference](#) » American Marketing Association » September 23-26 in Las Vegas  
[www.marketingpower.com/research](http://www.marketingpower.com/research)

[The Category Management Conference](#) » IIR USA » October 22-24 in Fort Myers, FL  
[www.iirusa.com/category](http://www.iirusa.com/category)