

CUSTOMER INSIGHT

Do you know what your customers really want from you? Do you know why? Do you know the top five things your customers want you to improve? If you are looking to better understand your customers, Jolt Consulting Group has the experience to help.

ONGOING METRICS

Do you have a set of routine metrics that are tied to customer loyalty? Leading service firms have adopted Net Promoter Scores, have you? If you are looking to improve your ongoing customer metrics, Jolt Consulting Group has the experience to help.

INDEPENDENT VOICE

Do you ask your relationship or customer teams to survey your customers? Are they rewarded for identifying potential weaknesses or only for good results? Are your customers uncomfortable sharing negative views with those they must work with on a daily basis? If you are looking for an independent voice to gain true customer insight, Jolt Consulting Group has the experience to help.

CUSTOMER RETENTION PROGRAMS



- ◆ Implementation of a methodology and business appropriate metrics for understanding and improving customer loyalty
- ◆ Improved knowledge and insight into customer behaviors
- ◆ Better visibility into service performance and opportunities for improvement

Customers are the lifeblood of your business and it is critical that you continually meet and exceed their expectations. Despite this imperative, far too many company's get caught up in managing the day-to-day challenges of running and growing their business to invest meaningful time in listening to their customers. Without this feedback, market opportunities are missed, performance deficiencies go unaddressed, and customers feel disconnected. Jolt Consulting Group recognizes the importance that a closed-loop feedback system has on long-term business growth and more importantly customer loyalty.

Customer loyalty is much broader than simply asking customers for feedback on a survey. True loyalty is measured in a customer's ability to withstand competitive alternatives, to continually invest in your relationship, and in the degree of open dialogue that routinely occurs between your organizations.

Achieving true customer loyalty requires strong organizational leadership and a commitment to continually seek information, good or bad. Above all else, a robust scoreboard of metrics must be implemented and continually tracked in order to monitor changes in customer attitude.

Jolt Consulting Group can work closely with your organization to devise and implement a closed-loop feedback process and associated metrics in order to improve customer loyalty. We can talk with your customers, as an independent entity, to truly understand what they think of your performance. Armed with a fresh perspective, we work closely with you to create an environment that keeps those customers coming back for more, regardless of the alternatives – the true measure of customer loyalty.

