



PDi

**Performance Dimensions
International, LLC**



Customer Loyalty

Strategic Planning to Implementation, Guided by Data

LOYALTY

FROM
GOOD
TO
GREAT



Customer satisfaction is no longer enough for sustainable competitive advantage. Customer retention requires something more - consistently exceeding customer expectations to build loyalty and repeat business. How do you get there from here? PDi can help you develop a comprehensive customer planning process that is detailed and actionable, data-driven and close to the customer, motivational and employee-owned, as well as results-focused and accountable.

Quality Input What Customer Dimensions Can Do For You

Without quality customer and employee input and without excellent planning and follow-up, great ideas don't get off the ground. The PDi Customer Dimensions process provides the planning and implementation that:

- ▲ **Create** services that exceed expectations and instill customer loyalty.
- ▲ **Anticipate** and plan for ongoing improvements in products and services.
- ▲ **Energize** customers and employees alike.
- ▲ **Combine** technology, communications and human resources to increase mutual profitability.
- ▲ **Keep you in touch** with your customers with accurate actionable metrics.

At PDi, improved customer service is one of our specialities. We know that companies with a true customer-focus require a system and a process that includes the following:

- ▲ An organizational vision with goals related to continually improving customer service.
- ▲ Leadership and employees committed to serving customers.
- ▲ Ongoing measurements, action plans, and implementation of customer-based system improvements.

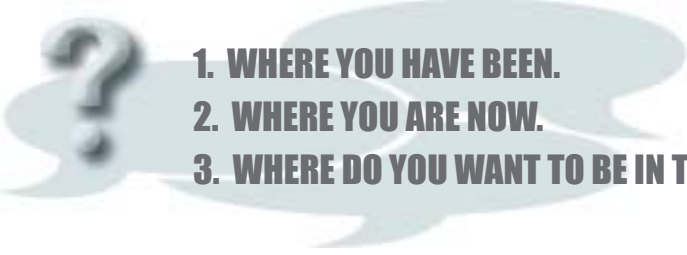
Customer Service

How Customer Dimensions Works

PDi begins by establishing a partnership with your company that initially asks key questions and moves toward answering them. Before a business can become a great service company, employees must be supported in making good decisions at the customer level. In other words, customer service begins with frontline employees.

We begin by asking fundamental questions regarding employee and customer attitudes and behaviors.



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1. WHERE YOU HAVE BEEN.
 2. WHERE YOU ARE NOW.
 3. WHERE DO YOU WANT TO BE IN THE FUTURE.

How do you currently track and measure customer behaviors?(new customers, repeat customers, lost customers and referrals)

What customer trends have you identified?

What are the most important features of your products and services - according to your employees?

What are the most important features of your products and services - according to your customers?

Where do you meet your customers' expectations? (neglecting them - satisfying them - exceeding them)

What goals do you have for improving products and services to surprise and delight your customers?



The PDi Improvement Cycle is an ongoing commitment to improving products and services. Each of the three steps in the cycle leads to the next with the driving force coming from comprehensive employee and customer feedback. Using this cycle, PDi helps companies move from **good** to **great** to **legendary** customer service.

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IMPROVEMENT

3 STEPS

1

Step One: Planning

- ▲ Review past and current customer and employee feedback.
- ▲ Review company measures.
- ▲ Interview employees and customers.
- ▲ Develop a team to oversee the process.
- ▲ Set performance goals.



2

Step Two: Measurements

- ▲ Develop appropriate surveys, interviews and focus groups to identify
 - △ Customer attitudes
 - △ Customer behaviors
 - △ Employee attitudes
 - △ Employee behaviors
- ▲ Provide analysis and recommendations

3

Step Three: Action

- ▲ Action Planning
- ▲ Coaching
- ▲ Follow-up and Tracking
- ▲ Integrate new developments and trends
- ▲ Evaluate progress
- ▲ Feedback for further planning



The PDi Employee Survey is part of our Customer Dimensions program. This survey will provide your company with a number of crucial measures on which positive improvements in your greatest asset - your employees - can be made.

Driving Satisfaction

PDi's Customer Dimensions measures the link between the employees and serving the customer. Using employee and customer survey tracking similar performance dimensions, PDi can identify employer behaviors which drive customer satisfaction and loyalty.

SERVICE

Good Question

Would I Want To Be Served By Me

Most of us feel we are "customer focused". At best this attitude is reflected in our actions. But too often we are saying one thing and performing in a different manner. As a consequence, the average business loses about 20 percent of its customers annually due to poor service.



Six Ways To Improve Customer Loyalty

- 1 Listen constantly to what customers have to say**
- 2 Measure customer reactions to products and services**
- 3 Involve the entire company in improving customer service**
- 4 Understand that customers vote with their patronage**
- 5 Benchmark yourself with companies known for outstanding customer service**
- 6 Be a customer in your own company**

Customer Retention

Makes Cents

How many of your customers will you keep this month? The costs associated with keeping customers are much less than the costs associated with losing them. Advertising expenses for new customers are usually high. Losing customers' business not only forfeits their lifetime value, it also poisons an estimated 2% of potential future business through negative "word-of-mouth." For this reason, "service recovery programs" have become increasingly popular - with good cause. Customer retention can be a critical success factor. PDi can help.



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