



FranklinCovey Launches New Customer Loyalty Work Session

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FranklinCovey Work Session Details Three Bedrock Principles for Building Customer and Employee Loyalty: Empathy, Responsibility and Generosity

SALT LAKE CITY--(BUSINESS WIRE)--Sep. 20, 2016-- [FranklinCovey Co.](#), a leader in organizational performance improvement, announced today the launch of their newest solution offering, [Leading Customer Loyalty](#)™. This one-day work session provides frontline managers with the knowledge, capabilities, and tools to lead their teams to consistently deliver superior service in order to significantly increase customer loyalty.

"Leading Customer Loyalty addresses a major gap in the market for building the capabilities of frontline leaders," said [Sandy Rogers](#), FranklinCovey's Global Customer Loyalty Practice Leader. "Many frontline leaders get promoted because they are good at sales, service, or administrative tasks but they have not yet learned how to model, teach, and reinforce the behaviors required to consistently earn employee loyalty, which is a prerequisite for increasing customer loyalty. More than 70 percent of what makes a customer experience great comes down to the behavior of frontline people. Unlike other customer service training courses, the Leading Customer Loyalty work session transforms frontline leaders from the inside-out and teaches them how to 'live' the principles and practices needed to earn employee and customer loyalty."

Leading Customer Loyalty is based on 20 years of research and hands-on learning with a wide range of organizations. In this work session, frontline leaders will gain the capability to lead 11 short team huddles, ideally one each week. Each huddle focuses on a key loyalty principle or practice. The three foundational loyalty principles are empathy, responsibility and generosity. The six loyalty practices are:

- Making a human connection
- Listening to learn
- Discovering the real job to be done
- Following up to strengthen the relationship
- Sharing information openly to help everyone win
- Surprising with unexpected extras

Research shows that organizations who fail to earn the loyalty of employees and customers suffer significant losses in brand value and loyalty. One of every three employees hopes to be working for a different employer within a year. (Source: [MetLife study](#)) Nearly half of customers would take their business to a competitor within a day of experiencing poor customer service. (Source: 24/7) Once having a poor experience, only 15 percent of customers would give a brand or product a second chance. (Source: [InReality](#)) In contrast, loyal customers who are brand advocates spend two times more than average customers, and they recommend or share two to four times more than an average customer. (Source: Deloitte)

"FranklinCovey's new Leading Customer Loyalty work session will dramatically shift the thinking and behaviors of frontline employees," said [Shawn Moon](#), Executive Vice President, Strategic Markets, FranklinCovey. "This solution will help frontline leaders create a culture of customer and employee loyalty – the bedrock foundation for all successful organizations. Our 11 short team huddles make it fun and engaging for frontline teams to learn and practice a key loyalty principle each week so that they become an integral part of the organization's culture. We are confident that clients who employ these principles and practices will experience a positive change in their culture and achieve a significant return on their investment through increased employee retention and customer loyalty."

Leading Customer Loyalty addresses these common customer-service challenges:

- Lack of empowerment of the most critical customer-service employees
- Poor communication and listening skills
- Rising customer expectations
- No formal customer service training
- Lost growth opportunities
- Managers lacking the knowledge and skills to model, teach, and reinforce good customer service
- Poor customer-satisfaction scores or Net Promoter Scores (NPS®)
- Competitors that excel at customer service
- High turnover
- Difficulty managing priorities

FranklinCovey has learned that most organizations need less than a one percent improvement in customer or employee loyalty to achieve a significant return on their investment in Leading Customer Loyalty. To assist in measuring an organization's improvement in these areas, FranklinCovey's Customer Loyalty practice also helps organizations to install Net Promoter® metrics created by [Fred Reichheld](#), FranklinCovey's NPS® partner and one of the world's leading experts on customer and employee loyalty. FranklinCovey measures the loyalty that exists between an organization and its employees and customers, and whether or not they are enthusiastic promoters of the organization and its offerings.

"Leading Customer Loyalty bridges the gap between understanding customer loyalty principles and consistently putting them into practice on the front line," said Fred Reichheld, Bain Fellow, creator of the *Net Promoter System*SM (NPS®), and *New York Times* bestselling author of [*The Ultimate Question: Driving Good Profits and True Growth*](#). "Companies who have applied these principles have become some of the most highly respected organizations in the world. Their employees and their customers are enthusiastic promoters of their brand and are extremely loyal, which results in good profits and true growth for the business."

FranklinCovey clients have seen very promising results.

"It is easy to find managers that want to take care of customers," said R.J. Pisciotta, Vice President of Operations, [Brakes Plus](#), a FranklinCovey client. "The difficult part is teaching managers how to get their team members focused on the things that are important to customers. The Leading Customer Loyalty training helps the manager lead their team to do what is necessary to create loyal customers. Leading Customer Loyalty is helping us refocus on the importance of the customer's point of view, while reinforcing to both our customers and employees that we really do care. As a result, some of our locations have already increased their customer service scores by over 20 points!"

FranklinCovey's new Leading Customer Loyalty work session is available through multiple modalities and its pricing makes it among the most cost effective and flexible solutions on the market. Leading Customer Loyalty can be purchased three different ways:

- Stand-alone Customer Loyalty Pass - starts at \$150 per person and can be as low as \$30 per person in a large organization
- Add on to Personal Effectiveness Pass or standard All Access Pass - starts at \$138 per person and can be as low as \$25 per person in a large organization
- Purchase [All Access Pass Plus](#) (access to all of FranklinCovey's content): Cost – \$250 per person

These price ranges do not include any additional licensing, consulting or travel fees that may occur based upon the needs of the team being trained.

For more information on FranklinCovey's new Leading Customer Loyalty work session, please visit <http://www.franklincovey.com/customer-loyalty/> or call 1-800-827-1776 ext. 75420.

About the FranklinCovey Customer Loyalty Practice

FranklinCovey's Customer Loyalty Practice provides frontline managers with the knowledge, capabilities, and tools to lead teams to consistently deliver superior service and significantly increase customer loyalty through its *Leading Customer Loyalty* work session. This work session and other Practice offerings, along with accurate measurement (Net Promoter metrics (NPS®)), help organizations to deliver superior customer experiences, to delight customers and drive faster growth. Small improvements in employee and customer loyalty can significantly impact both the top and bottom line in any organization.

Leaders and managers in organizations may become certified to teach FranklinCovey's customer loyalty offerings or may engage a FranklinCovey consultant to deliver the content onsite.

About Franklin Covey Co.

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company specializing in organizational performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. Franklin Covey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Franklin Covey has more than 100 direct and partner offices providing professional services in over 150 countries and territories.

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