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PROFILES PARTNER
ADVANTAGE
NEWSLETTER

From Bud Haney: *Building Customer Loyalty*

Feature Article: *A Satisfied Customer is NOT always a Loyal Customer!*

Feature Products: *Customer Service Profile™ and ProfileXT®*

Case Study: *Delivering World-Class Customer Service, Rosewood Hotel and Resorts*

FROM BUD HANEY'S DESK
Building Customer Loyalty

As we near the end of the year and prepare to begin the next, there are several time-honored traditions to guide us:

- we gather with family, friends, and coworkers to celebrate the holidays;
- we reflect on our accomplishments and achievements of the past year and set goals for the next;
- and, especially for businesses, we say thanks to our customers.

Saying thanks to our customers is a simple yet important step in moving from transaction to relationship. It should not be taken for granted. And once you've said it, be sure that you don't just do it once a year, but throughout the year.

At a time when customers can be lured away to more competitive pricing, stay focused on your relationship and delivering exceptional customer service. Don't let them forget about how much you care, how well you know and satisfy their needs, and how you help their business succeed.

It doesn't matter if you work in a hospital or hotel, in financial services or retail. The bottom line is the same: Show that you appreciate your customers and they'll be less likely to jump at a better deal. Do it consistently and you'll build a reputation for your customer service and attract new customers on that basis alone.

So, yes, this is the time of year to say thanks. And as you plan your goals for the year ahead, make sure you put customer service towards the top of your list, because without customers, you wouldn't be in business.

I thank you all for being a part of the Profiles International family, and wish you a healthy and prosperous New Year.

Sincerely,

Bud Haney

Bud Haney, President
Profiles International



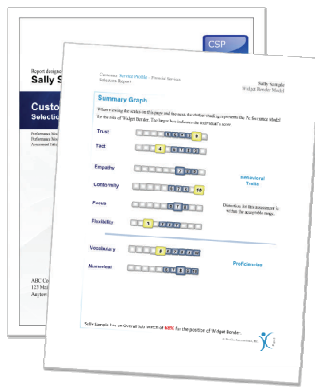


"Relationships are the key to success in any business. In order to compete in today's market in which business is driven by price you must stand out by creating and maintaining great relationships; it is essential that you create value to maintain your customer."

FEATURE PRODUCTS—Customer Service Profile™ and ProfileXT®

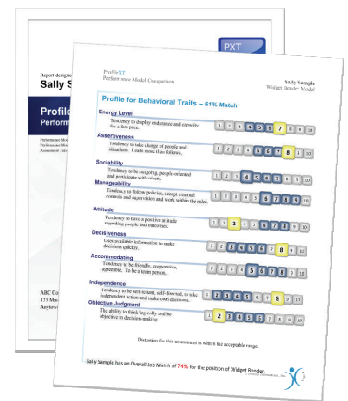
Customer Service Profile™

- **Benefits to the Organization:** Builds consistent customer service culture, improves customer satisfaction and loyalty, and reduces employee turnover and legal liability
- **Measures the following characteristics:** trust, tact, empathy, conformity, focus, flexibility as well as vocabulary and numeric ability proficiencies
- **Includes 3 Reports:** 1. CSP Placement report, 2. CSP Coaching report, 3. CSP Individual Report

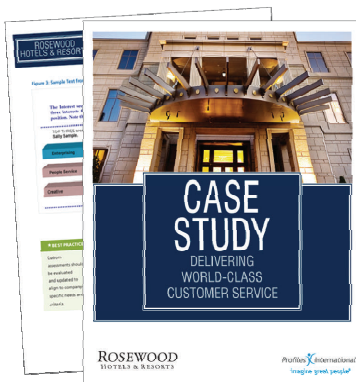


ProfileXT®

- **Benefits to the Organization:** Better hiring, promotional and management decisions, improves employee productivity, provides more targeted training, improves employee-manager communication, improves organization efficiency, reduces workplace conflict, reduces turnover and people-related problems and increases engagement and productivity.



CASE STUDY: Delivering World-Class Customer Service, Rosewood Hotel and Resorts



In 2004, Rosewood began to look for a partner to help reduce turnover and increase productivity. The company ultimately selected Profiles International because of its variety of reports, language capabilities and customer service.

Rosewood uses two products – ProfileXT® and Customer Service Profile™ (hospitality version). The core objectives have stayed in place over the years, including lowering recruiting costs and increasing employee engagement. Today, however, Rosewood's relationship with Profiles has evolved, as has the application of these two tools. Rosewood has realized a number of key benefits by using the ProfileXT and Customer Service Profile assessments.

FEATURE ARTICLE: A Satisfied Customer is NOT always a Loyal Customer!



In business, the goal has always been satisfied customers. While satisfaction is important, it is not sufficient to guarantee that your customers

will continue to buy from you. The world changes quickly and the minute you get complacent, BANG, a new competitor surfaces with a solution they claim is better, faster or cheaper. Suddenly your customer no longer needs you. We all know it costs more to acquire a new customer than to keep an existing one.

So, what really drives customer loyalty?

We believe that you build loyalty when you and your customers are aligned on seven key factors. These factors are:

1. **Emotional Dependence** - psychological commitment from the customer. It is the customer's reliance on an organization for support, guidance, and decision-making – the tendency of the customer to seek help from you as a supplier in making decisions. Emotional Dependence includes; integrity, reliability, depth of relationship, and empathy.
2. **Structural dependence** - common cause between the buyer and seller. This enables clients to run their businesses more efficiently and focus on their core business, and it allows businesses to provide services at a lower cost by building scale and operating expertise. Structural dependence is among the most powerful loyalty builders.
3. **Business Dependence** - marketing positioning of the relationship. This includes how you help your customer create go-to-market solutions, grow and retain their client base, and be competitively sound in their market.
4. **Customer Satisfaction** - often an indication of how well your organization performed during a recent event. This often includes elements of service, support and delivery - delivering a new product or service; solving a service or maintenance issue; or executing a campaign, pilot program or evaluation.

5. **Performance** - how a product or service holds up to expectations and required standards. Typically, performance is measured over a longer period of time and with more objective criteria than the measurement of satisfaction, which is event-based and emotionally influenced.
6. **Economic Value Proposition** - refers to the financial implications in the relationship with a customer, such as the economic impact of having or not having a supplier's products or services.
7. **Alignment and Fit** - in a buy/sell relationship includes factors such as shared mission and vision, culture, collaborative practices, leadership and expectations. The higher the degree of alignment and fit, the greater the degree of loyalty.

Each company is unique and for that reason you may not be able to measure all 7 Loyalty Indicators. It is very important to gather insights from multiple players in the customer organization to get the most accurate measure of loyalty. Your success in an account will increase exponentially as you increase your collective knowledge, relationships and economic value. Remember, a strategic account is an extremely valuable asset and must be managed accordingly.

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