

# 'Customer Loyalty'



***Mitchell G. Bolnick***

**602-686-0641**

**Mitchell.Bolnick@gmail.com**

**www.**

**excelgroupsolutions.com**



# EXCEL

**The Excel Consulting Group<sup>®</sup>**

***HELPING***

***YOUR***

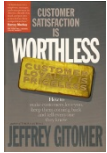
***BUSINESS EXCEL!***

# 'Customer Loyalty'

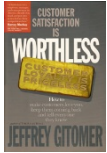
**“Customer *Satisfaction* Is  
*Worthless*,  
Customer *Loyalty* Is *Priceless*”**



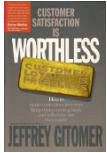
# 'Customer Loyalty'



# 'Customer Loyalty'



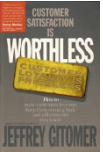
# 'Customer Loyalty'



# 'Customer Loyalty'

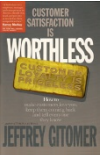
**A LOYAL CUSTOMER:**

**SOMEONE WHO EVERY TIME THEY ARE IN  
THE MARKET FOR YOUR PRODUCT/SERVICE  
COMES TO YOU AND**



# 'Customer Loyalty'

## A LOYAL CUSTOMER:



SOMEONE WHO EVERY TIME THEY ARE IN  
THE MARKET FOR YOUR PRODUCT/SERVICE

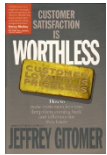
COMES TO YOU AND

EVERY TIME THEY HEAR OF SOMEONE IN THE  
MARKET FOR YOUR PRODUCT/SERVICE

THEY RECOMMEND YOU

# 'Customer Loyalty'

## MASLOW'S HEIRARCHY OF NEEDS

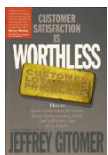


all the moving parts that'll  
make your business work





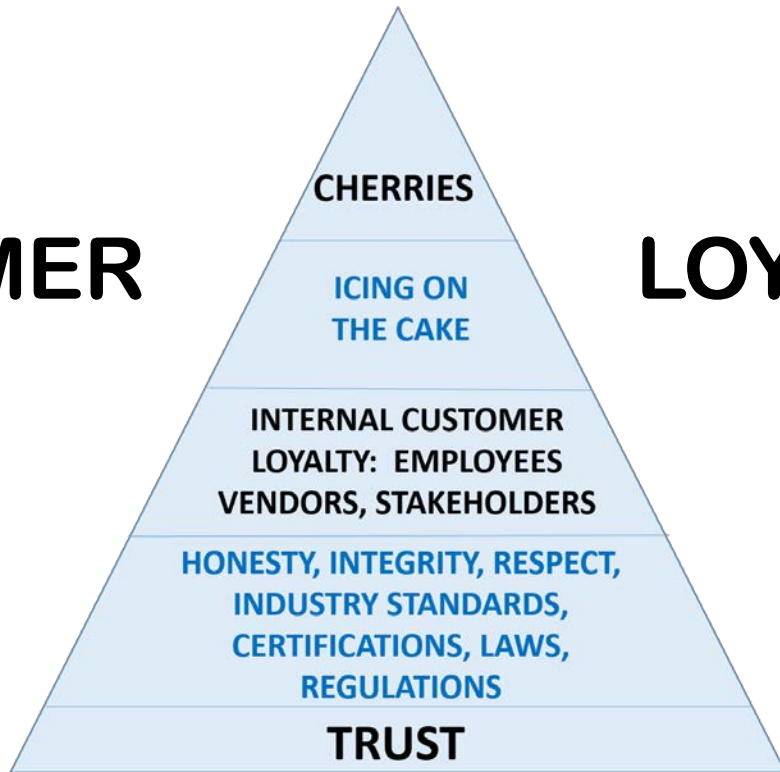
# 'Customer Loyalty'



## MITCH'S HEIRARCHY OF

**CUSTOMER**

**LOYALTY NEEDS**



# 'Customer Loyalty'



LOYALTY  
STARTS WITH  
TRUST



# 'Customer Loyalty'



TRUST STARTS WITH THE **BASICS**

HONESTY, INTEGRITY, RESPECT



all the moving parts that'll make your business work

**EXCEL**

# 'Customer Loyalty'



TRUST STARTS WITH THE **BASICS**

HONESTY, INTEGRITY, RESPECT  
STANDARDS & CERTIFICATIONS



# 'Customer Loyalty'



TRUST STARTS WITH THE **BASICS**

HONESTY, INTEGRITY, RESPECT

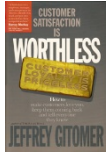
STANDARDS & CERTIFICATIONS

LAWS & REGULATIONS



# 'Customer Loyalty'

INTERNAL CUSTOMER LOYALTY  
**COMES FIRST**  
EMPLOYEES



all the moving parts that'll  
make your business work



**EXCEL**

# 'Customer Loyalty'



**IT STARTS  
WITH HIRING  
THE RIGHT  
EMPLOYEES**

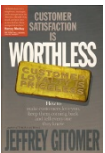
CHERRIES

ICING ON  
THE CAKE

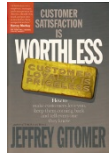
INTERNAL CUSTOMER  
LOYALTY: EMPLOYEES  
VENDORS, STAKEHOLDERS

HONESTY, INTEGRITY, RESPECT,  
INDUSTRY STANDARDS,  
CERTIFICATIONS, LAWS,  
REGULATIONS

TRUST



# 'Customer Loyalty'



REPEATEDLY



REPEATING



REPEATING

REPEATABILITY



all the moving parts that'll  
make your business work





# 'Customer Loyalty'

INTERNAL CUSTOMER LOYALTY  
**COMES FIRST**

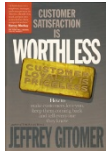


EMPLOYEES  
VENDORS

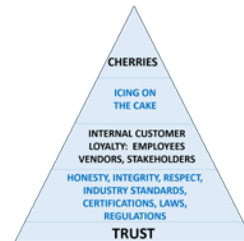


# 'Customer Loyalty'

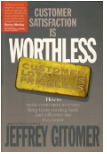
INTERNAL CUSTOMER LOYALTY  
**COMES FIRST**



EMPLOYEES  
VENDORS  
STAKEHOLDERS



# 'Customer Loyalty'



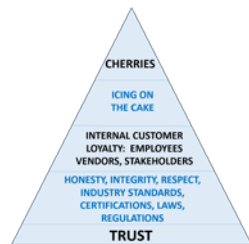
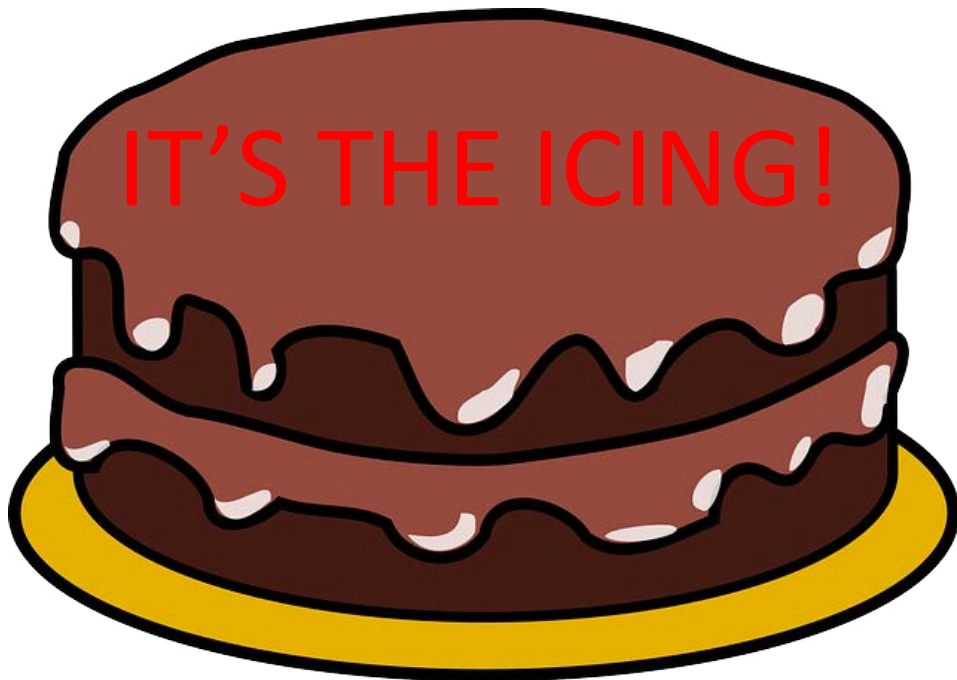
## WHAT ABOUT MY PRODUCT OR SERVICE?



all the moving parts that'll  
make your business work



# 'Customer Loyalty'

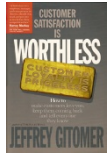


all the moving parts that'll  
make your business work

**EXCEL**

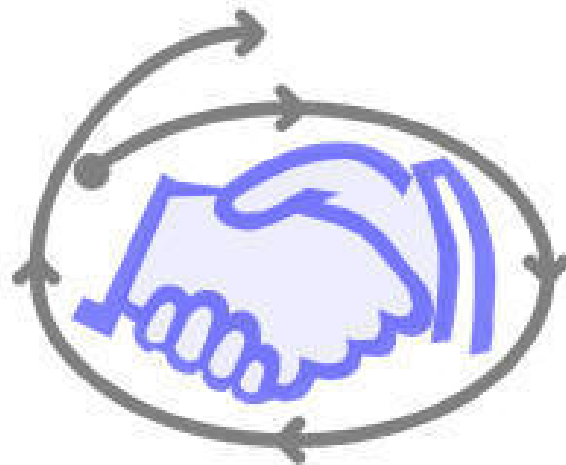
# 'Customer Loyalty'

**BINGO?**



# 'Customer Loyalty'

## THE CHERRY IS TRUST!



all the moving parts that'll make your business work

**EXCEL**

# 'Customer Loyalty'



## MITCH'S HEIRARCHY OF

**CUSTOMER**

**LOYALTY NEEDS**

