



The Gold Standard of Customer Relations

Why customer relations?

- ❖ Statistics show that two-thirds of customers who no longer patronize a business leave because of an attitude of indifference or rudeness toward the customer by the owner, manager or employee. (Source: How to Win Customers and Keep Them for Life, Dr. Michael LeBoef)
- ❖ On average, loyal customers are worth up to 10 times as much as their first purchase. (Source: White House Office of Consumer Affairs)
- ❖ It is 6 – 7 times more expensive to acquire a new customer than it is to keep a current one. (Source: White House Office of Consumer Affairs)
- ❖ Seven in ten Americans said they are willing to spend more with companies they believe provide excellent customer service. (Source: American Express Survey, 2011)
- ❖ The impressions of employees – the receptionist, the salesperson, and also those behind the scenes – can be more important than the merchandise for customer retention.
- ❖ Our customers are our neighbors, friends and family.

What are customer relations?

- ❖ Delivering exceptional customer service takes much more than the basics. Exceptional service means treating your customers as you would like to be treated and building a relationship between your business and its current and potential customers. This curriculum covers:
 - Attitude – Making the Customer #1
 - Making a Good First Impression
 - Knowing Your Job
 - Knowing your Community
 - Communicating Clearly
 - Handling Problems Effectively
 - Making a Good Last Impressions

Manager/Business Owner and Employee/Teen Workshops

The curriculum has two separate presentations. A manager/business owner workshop and an employee/teen version best used with teens and new employees. The employee/teen versions includes a few more activities and will be able to be useful for those who do not yet have jobs.

Make your workshop a success!

Delivering a high quality customer relations program requires preparation. Work with the partnering organization to set program outcomes. The curriculum provides guidelines for pre-workshop preparation and post workshop follow-up.

Both workshop curriculums contain:

1. A pre-workshop preparation outline
2. A workshop checklist
3. Script for workshop
4. A set of PowerPoint slides with notes
5. Activities you may choose to include
6. Other supplemental materials

Contact Information:

For more information or to participate, please contact K-State Research and Extension.

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