

## Customer Satisfaction and Loyalty: The Focus of this Issue of **Sales eNews** – **Sales Mentoring Solutions™**, LLC's Newsletter; Pub. Fourth Quarter 2006

### Introduction to this Newsletter -

The focus of last quarter's newsletter was *Customer Service Excellence*. Therein I explained that "Customer service is one of those subjects where there is a seemingly endless amount of information available. Thousands of service providers can slice and dice this subject in as many different ways. However, although many organizations take customer service very seriously, few are great at it.

Because of its importance, I have decided to dedicate both this and the next issues of **Sales eNews** to the subject. Through my efforts I hope to give you *greater insight* and *tangible ideas* to help lead your organization along the right path toward resolving its customer service issues."

Perhaps I made my case regarding the importance of this subject, as last quarter's edition of **Sales eNews** was filled with numerous factoids from highly-lauded professional and educational resources proclaiming the long term positive impact of service excellence on business.

In this edition I'll expound upon the subject by exploring principally two fundamental outcomes of service excellence on customers -- *satisfaction* and *loyalty*, and what these ultimately means to your organization's bottom line.

Put simply, a satisfied customer has a higher probability of being a long-term loyal patron of your business. Recall from last quarter that Claes Fornell, a University of Michigan professor and the developer of the American Customer Satisfaction Index (ACSI), showed that companies which maintain a steady state of improvement in customer satisfaction over a period of years gain an increasing rate of improvement in their profitability. This is because customer satisfaction, over the long haul, improves customer loyalty, and repurchases probability.

Thank you for your interest in **Sales eNews**.

Bobby L. Butler, President and Founder of **Sales Mentoring Solutions™**, LLC

Read the entire newsletter; request a copy

<mailto:blb@salesmentoringsolutions.com>

Read other newsletter introductions

<http://www.salesmentoringsolutions.com/v2/content/news/>

Subscribe to **Sales eNews**

<http://www.salesmentoringsolutions.com/v2/content/contact/email.cfm>

At Sales Mentoring Solutions™, LLC we give you answers to the problems that impede productivity and impact your sales and services operations. We provide consulting, diagnostics, training, coaching and mentoring, and online automation solutions in support of the functions most critical to driving your revenue generation and business growth—sales, sales management, customer service and leadership. We work with you to align your sales and service operations with your business objectives.

Our principal business strength is our select alliances and partnerships. A one-stop-shop, we provide you holistic (and *best-of-breed*) solutions to help you develop highly efficient and effective professional sales and service environments. Visit the Sales Mentoring Solutions™, LLC Website <http://www.salesmentoringsolutions.com/>.