

Enhancing Customer Loyalty

Sustainable growth and profit are not possible without a high degree of customer loyalty achieved through quality service and pleasing customer experiences.

But providing quality service is not possible without acquiring, developing and retaining quality employees.

Hiring and retaining quality employees is impossible without the presence of effective human resource strategies and initiatives resulting in well trained, motivated and appropriately compensated employees.

Effective human resources strategies and service delivery processes have a tangible impact on the company's bottom line. It's been proven time and time again that customer-oriented HR initiatives and service delivery processes more than pay for themselves in terms of improved customer service, greater customer retention and ultimately, improved profitability.

Improved customer loyalty begins both with understanding customers' needs and their perceptions of their interactions with the company's employees. Customer feedback is powerful and should drive the enterprise's mission, strategy and day-to-day initiatives.

TFG utilizes a wide array of proven methodologies to insure the client understands customers' expectations and the client's strategy is geared to satisfy those expectations. They include:

- > **Focused Customer Awareness®** ... a suite of survey tools that cost effectively identify what customers really think
- > **Focused Service Strategies®** ... a structured, fact-based approach to aligning customer desires with company performance
- > **Focused Employee Service Performance®** ... a coordinated employee acquisition and development program including screening, interviewing, orientation, training, performance appraisal, coaching and compensation tools that insure customer contact employees are equipped and motivated to meet customer expectations