

Crowning the Customer

Welcome to your first CTC Newsletter!



Ah, you've made it!
You are now fully
trained, ready to go,
and hopefully have a
customer willing to go
with you! ☺
Congratulations!

The idea is to keep
everyone motivated
through regular
contact and re-
enforcement of the
great ideas we
learned in the
"Crowning the
Customer" training
program!



Customers Share Experiences!

One good reason to keep customers happy is the fact that one unhappy customer will usually tell about eleven other people about a bad experience they've had with a company. When those eleven people repeat the story to their friends and relatives (about five each), you have a domino effect – and a real problem on your hands *(and you know how people like to exaggerate how terrible the experience was!)*.

If the customer is really angry, they will tell about 23 people. You can be sure that on every base and wing that bad news travels very quickly.

If a customer had a wonderful experience, they will only tell 2 others. Not many, but good news is better than bad!

Let's have our external and internal customers share good news – not bad!



Quote of the Month

*Whenever you are
asked if you can do a
job, tell 'em, 'Certainly, I
can!' Then get busy and
find out how to do it."* –
Theodore Roosevelt