

## ***Customer Loyalty Roadmap Datasheet***

Does your business take action to continuously improve and realize the benefits of increased customer satisfaction? What does your business do to *ensure* that results match expectations (customer *and* business)? Is customer-centricity fully integrated into the business' Total Performance Management program?

The *Customer Loyalty Roadmap* identifies and *prioritizes* the objectives, working processes, technology infrastructure, training and performance measures you need to achieve the desired outcomes. It establishes implementation approaches and timeframes for achieving measurable results, including (but not limited to):

- Fact-based customer-centric business and operating goals and objectives.
- Re-alignment of operating processes based on actual customer priorities and preferences.
- Technology and infrastructure optimization.
- Meaningful performance measurements.
- Management and staff skills and behavior training.
- Appropriate leadership and agent incentives for high-quality service.

The Customer Loyalty Roadmap provides the strategic vision and tactical direction your Contact Center needs to build customer satisfaction and loyalty deeply into its culture and operations. It makes the business case for undertaking important customer-centric improvement initiatives. And it sets a standard that can instantly alert senior management when objectives are at risk.

**It may have been unclear what the highest return investments in your customers are and how to implement them..... *but now you know!***