

Challenges of the Customer Revolution

Rick has the ability and experience to challenge your thinking on numerous issues affecting how you do business with customers. This presentation will help you solve the dilemma of getting loyalty from customers in the present economy. The relevant stories and humorous approach help Rick connect with listeners and create a need within them to improve present practices.

- The Backdrop
 - A power shift... the customer is in control
 - Implications of an over-capacity marketplace
 - The customer experience is the competitive edge

- The Challenges
 - Brilliant at the basics
 - Relationships are the currency of the future (relationships built on operational excellence!)
 - Back to the future... taking advantage of information to create better, faster, and different customer value
 - Be the customer!
 - Going for loyalty... personalize, be quick, and take the initiative
 - Stop the insanity... eliminate procedures that drive both customers and employees crazy!

- Taking Action
 - Making change... "No Theory, No Learning!"
 - Personal responsibility