

Partnering with Customers for Life!



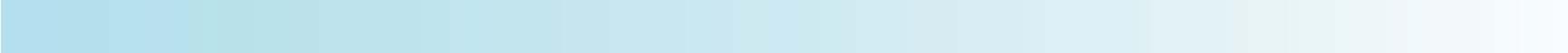
Presented by:

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Objectives

- Define two types of customers.
 - Discuss the importance of a “Customer Friendly” Culture.
 - Identify four ways to build strong customer partnerships, “L.A.F.F.” approach.
- 



Two types of Customers....

_____ customers.

_____ customers.



Organizational Cultures

Define:

- A system of shared meaning held by members, distinguishing the organization from other organizations.
- A pattern of basic assumptions invented, discovered, or developed by an given group as it learns to cope with its problems of external adaptation and internal integration that has worked well enough to be considered valid.



Organizational Culture

Is not a buzz word...

It's Your Competitive Advantage ...



Attracting and Retaining Great Employees



91 days later.....



The Culture Iceberg

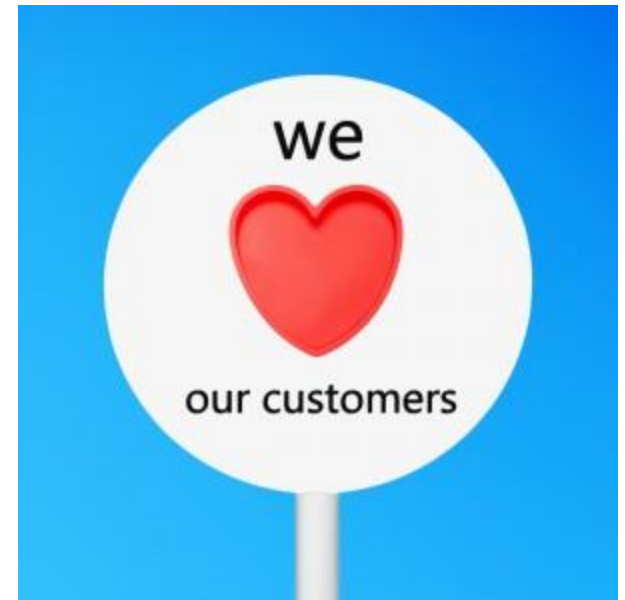


As Your Customers Go Up, So does Your Business!



Culture we experience.....

- Southwest Airlines
- Chick-fil-A
- Enterprise Rent-A-Car



Building Strong Customer Partnerships- L.A.F.F.

L = Listen

A = Apologize

F = Fix and “ Lagniappe”

F = Follow-through



Partnering with Customers for Life

“Service is the rent we pay for our time here on earth.”

Mother Teresa

