

The “No Spin Zone”™

Creating Customer-Centered-Communications

Rick Tate, a noted consultant in the business of customer loyalty, brings an intriguing issue to his audiences. People are “in the dark” about the real issues effecting customers. He reflects how most people can recite numbers and statistics but know little about the customers as people and “why” they choose to stay or leave. His unique style and practical insight will inspire people to make changes with how they provide information on customers throughout their organization.

- The Dilemma
 - An illusion of change... people are still in the dark
 - Spin doctors live within our company walls
 - The recurring theme... “it’s a communications problem”
- The Customer Revolution
 - The customer is in control
 - We need reliable and relevant customer information
- Unintended Consequences of Poor Customer Information
 - Decreases employee motivation and increases problems with retention
 - Promotes the myth of the internal customer
 - Allows a “spin” on customer issues
- Customer Information
 - From a “need to know” to a “right to know” culture
 - Creating knowledge... not just information
 - Ensuring the customer “story” is heard
 - Applying Customer Centered Communications methods throughout the company