

## How to Create Customer Advocates (B2C)

A Half-Day Workshop

Consumers no longer rely principally on advertising to learn about products and services they might want. Instead, they seek out information online – not just from a brand itself, but from third-party review sites, subject matter experts they find online, and their own social media connections. Nearly 90% of Americans report they do online research before buying virtually anything new, while 75% check product reviews first, and 80% use a smartphone to help with shopping. If at least some of your current customers have a genuine emotional affection for your brand, and are willing to advocate on your behalf to other consumers, you will have a tremendous leg up in the new environment, an environment in which everyone is connected to everyone, 24/7. This workshop is designed to show you how to make it happen.

Note: While this agenda is topically accurate, *all* sessions and exercises in this workshop will be tailored to the needs of the client company.

### **Session 1. Making an Emotional Connection with your Customers**

Genuine, enthusiastic customer advocacy is generated only when a customer has connected on an emotional level with a product, brand or service. And you can't make an emotional connection with a customer unless you've first removed all the friction from the customer experience.

- Four elements of a truly frictionless customer experience
- The overwhelming importance of earning customer trust
- Using trust to make an emotional connection with the customer (Jason Sadler story)
- Understanding the economics of emotional customer loyalty
  - How to use (and not to use) NPS, CSAT, and other nonfinancial metrics
  - Surviving the next disruptive technological or regulatory change in your category
- Group Exercise: Maximizing the value created by each customer

### **Session 2. Priming the Organization and Scaling the Effort**

Customer advocates are loyal not just to a brand, but to the people they see who represent the brand. So front-line employees – retail clerks, contact center associates, sales consultants, and even service technicians – are all critical to the success of any customer advocacy effort. Your employees' level of engagement will have a direct effect on the success of your customer advocacy initiatives.

- “Culture eats strategy for breakfast”
  - Creating a self-organizing company
    - Engaged employees
    - Enabled employees
  - Scaling your customer advocacy initiative
  - Group Exercise: Empowering the front-line worker
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All sessions are customizable. We work with clients to understand and address specific needs and objectives of the organization to insure goals are met.

For more information on booking a workshop with Don Peppers or Martha Rogers, contact Michael Dandrea at 732.470.8004 or email [mdandrea@cxspeakers.com](mailto:mdandrea@cxspeakers.com)