



VOICE OF THE CUSTOMER

Finding Out Why Customers Love You

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Our customers probably noticed...

We started surveying our customers regularly in October 2011 to find out why they do business with us.

We wanted to know through this Voice of the Customer process what made our customers happy, and for those true promoters, what made them love us.





Why do we care if customers love us?

The typical American mentions specific brand names 60 times per week in online and offline conversations.

54% of customers are most influenced by word of mouth recommendations when they make purchase decisions.

Source: Word of Mouth Marketing Association, 2011

Promoters

At the core of our Voice of the Customer process is the Net Promoter Score.

This is something we do on behalf of some of our clients, but this time we wanted to know how likely our customers were to promote us.

This process also helped identify our promoters, those people who are most likely to recommend us to their friends, family, and colleagues.

Net Promoter Score

The Net Promoter Score question, or the Ultimate Question, is simply:

How likely is it that you would recommend Signature Worldwide to a friend, colleague, or employer?

And the +1 to this question is:

What is the primary reason for the rating you provided?

Source: Netpromoter.com

Why Does Voice of the Customer Matter?

Six reasons assessing the voice of the customer correctly can have tremendous business implications:

1. Develop new products customers want
2. Restructure existing products to increase sales
3. Identify value-added benefits
4. Identify opportunities for competitive advantage
5. Target marketing dollars
6. Build better relationships with customers

In a survey of 639 companies, executives cited **failure to meet customer needs (63%)** as the top driver of innovation failure.

Lack of market success was attributed to:

- Inability to develop appropriate customer-relevant ideas
- Insufficient connection to customers

Source: Accenture Innovation Survey, 2009

Our Customers

We are a B2B company, but **people** make decisions on what to buy from us, just like they do from a B2C company.

When you identify highly satisfied customers, you can learn how to create more highly satisfied customers. And they are the most likely people to sing your praises.



What We Discovered

Since October 2011, we have surveyed thousands of our customers.

We asked all of them how likely they were to recommend us and why.

We discovered **seven key reasons** why our customers truly love doing business with Signature Worldwide.

REASON #1

OUR CUSTOMERS LOVE US

At the end of the day, money talks. We help customers see a **measurable increase in occupancy, sales, and conversions.**

“I know this program works. I have worked with Signature Worldwide at other companies and have seen growth in revenue, as it drills the basics needed to get results.”

*Manager,
H&E Equipment*

“Signature Worldwide provides an excellent program that improves customer service and increases revenue.”

*Reservations Manager,
British Colonial Hilton Nassau*

“My experience with Signature Worldwide has helped my store achieve a higher volume of rentals and new customers.”

*Manager,
RSC Equipment Rental*

“Signature Worldwide is a consistent and proven program to increase call conversion and maximize revenue. I have been involved in the program for over 10 years.”

*Manager,
Hospitality Industry*

“Signature Worldwide has increased our business and made my department more consistent. I think the basics would apply to any business.”

*Parts Manager,
Northern Illinois Mack*

REASON #2

OUR CUSTOMERS LOVE US

The number of sales is important, but when working with us, customers are also able to **maximize the price per sale.**

“Signature Worldwide’s mission empowers agents to demonstrate their talent in upselling to the guest’s needs while making reservations.”

*Supervisor,
AJS Hotels*

“Signature Worldwide has improved my ability to secure the sale and add to the sale.”

*Department Manager,
Trane*

“The mini sessions and mystery shopping calls keep staff actively engaged in upselling and focused on providing good customer service.”

*Department Manager,
Trucking Industry*



REASON #3

OUR CUSTOMERS LOVE US

No one likes talking to rude, hurried, or unprofessional customer service reps on the phone! We help customers **increase professionalism and improve customer-focused phone skills.**

“The improvement of our phone processes has been above my expectations, compared to where we were several years ago. This has been because of our relationship with Signature Worldwide.”
*Department Manager,
 Milton CAT*

“I believe the education provided through Signature Worldwide training classes has increased our professionalism and has given us the tools needed to be the best we can be.”
*Multi-location Director,
 Towne Properties*

“The phone skills at RSC are like night and day now, compared to when I started 19 years ago. And the real change has been since Signature Worldwide started the training.”
*Department Manager,
 RSC Equipment Rental*

“Signature Worldwide is a great tool for professional calls! I love the training and we are able to do training calls to ensure our professionalism. Great program!”
*Department Manager,
 Image Hospitality*

REASON #4

OUR CUSTOMERS LOVE US

We **improve customer service** provided by our clients' staff. That makes their customers pretty happy.

“With every level of employment, and no matter what length of time you have been doing customer service work, everyone benefits from the program. It keeps us motivated to do the best we can to satisfy our present or future customers needs, to make sure their visit with us is above average.”
*Manager,
 Hospitality Industry*

“Signature Worldwide is part of our culture at the Grand Geneva and has proven to be an effective structure to train associates to sell rooms and provide excellent guest service.”
*Director of Reservation Experiences,
 Grand Geneva Resort*

“It has changed the way we have done business with our customers. It has brought consistency to our phone calls and has improved customer service dramatically.”
*Area Manager,
 Trane*

REASON #5

OUR CUSTOMERS LOVE US

Our customers genuinely believe **we are a great company with great programs.**

“Great consistent training program and great trainer. Our staff enjoys and reacts well to Signature Worldwide training.”
*Revenue Manager,
 Smiley Brothers Inc.*

“I have been using Signature Worldwide training programs for over 10 years and have found them to be the most consistently effective training programs of all.”
*General Manager,
 Hospitality Industry*

“Signature has taught me a lot about not only how to attract prospects, but how to retain prospects once they move in. I not only find myself using the valuable training at work, but with how I deal with other people as well. Good program!”
*Manager,
 Towne Properties*

“I have been doing Signature Worldwide training for over 15 years, with two different companies, and I believe it is the best first contact sales program I have been a part of.”
*Manager,
 Extended Stay Hotels*



REASON #6

OUR CUSTOMERS LOVE US

No one wants a stale, boring relationship. Customers love our **ability to be flexible and to customize services.**

“Signature Worldwide has been a training partner of ours for five years. Not only has the training and reinforcement provided by Signature contributed significantly to the professionalism and success of our leasing teams, the customer service we receive has been consistently excellent. Training programs are robust and the trainers are engaging and knowledgeable. Signature has also been very accommodating

in tailoring the programs to the specific needs of Towne Properties.”

*Executive,
Towne Properties*

“Signature Worldwide changes with us when our market changes. It truly is one of the most important partnerships our company has.”

*Multi-location Director,
Kaiser Realty*

“I have worked with Signature Worldwide for the past nine years on programs that were developed specific to our corporate and our dealers’ needs. They have always expressed a high level of interest in our business and have worked hard to develop tools to enhance and grow our business.”

*Regional Parts Manager,
Volvo Trucks North America*

REASON #7

OUR CUSTOMERS LOVE US

Results matter, but it takes great vision, passion, and leadership to get you there. That’s why **customers love our trainers and account managers.**

“I have enjoyed each and every trainer that Signature Worldwide has sent to my company.”

*Multi-location Director,
Hospitality Industry*

“Our trainer has been very responsive and helpful. He is always positive with a “can do” attitude.”

*Department Manager,
Cashman Equipment*

“Signature Worldwide has been a valuable tool for our staff. The training is excellent and engaging. Our trainer genuinely cares and wants our hotel to do well.”

*Manager,
High Hotels Limited*

“The program is great and very beneficial to our business, but the reason that I would recommend Signature Worldwide to a friend or colleague is because our

account manager and other staff members truly care about making our business better!”

*Multi-location Director,
North Street Properties*

“The experience I have had with Signature Worldwide has been great. Our trainer makes it fun for our staff while providing great customer service training.”

*Guest Services Director,
SeaCrest OceanFront Hotel*

How Does This Apply to You?

Listening to your customers is crucial to creating an excellent customer experience.

Whether you ask just the Net Promoter question, use validated surveys with a statistically valid sample, or put together focus groups of customers...

Hearing what your customers have to say helps you improve your business and refine your processes.



Why Does This Matter to Your Company?

From 2000 to 2005, companies focused on customer experience **outperformed the S&P 500 by 10 to 1.**

To create a memorable and fulfilling customer experience, you need to get into the weeds to understand what customers want and expect, and then deliver that. The ultimate goal is to inspire loyalty.

Remember, as we said earlier, **54% of customers are most influenced by word of mouth recommendations** when they make purchase decisions. Do you want them to hear about a bad customer experience with your company or an excellent customer experience?

Sources: Business Week, October 2007. Marketingprofs.com, April 2012. Word of Mouth Marketing Association, 2011.

A Leg Up on the Competition

As businesses shift increasing focus to customer experience, you need to have a leg up on the competition to avoid being left behind.

Being able to meet customer needs, personalize the customer experience, and maximize every customer touch point is crucial to your success.

Need a Partner?

Want to learn more about how your customers really feel about your company? Contact us today and improve your customer experience dramatically. Visit signatureworldwide.com or call 800.398.0518 to request more information on Signature Worldwide's customizable surveys and customer experience training.

Signature Worldwide

Phone 800.398.0518

www.signatureworldwide.com



ABOUT Signature Worldwide

Customer service training that increases sales. Sales training that enhances your customer's experience. If your employees have the chance to convert more callers into customers, we can improve your odds.

Signature Worldwide is a leader in training employees to deliver legendary customer service while increasing sales. Since 1986, our unique methodology has provided a measurable ROI for our customers, compelling them to return year after year.

Our process begins by assessing your unique business needs. We then design a training program around your objectives. Our experienced trainers deliver a motivating, engaging program that will inspire your employees to sell the value of your organization. Finally, we perform telephone mystery shopping calls to ensure your employees understand their newly acquired skills and are implementing what they have learned. Our online reporting system enables you to track each employee's progress over time.

Signature Worldwide began in 1986 training hotel employees to improve customer service levels, increase RevPAR, raise occupancy levels and ultimately generate more revenue for our hospitality clients.

Over the past 30 years, we have expanded our industry expertise to multifamily and public housing, equipment, trucking, medical services, and senior living. Whenever the phone rings, a customer approaches, or an online inquiry is generated, we can help to improve your customer's experience significantly.