



Bill Benjamin

# What Really Drives Customer Loyalty?

*"The significant problems we face today cannot be solved at the same level of thinking we were at when we created them."*

Albert Einstein

To sustain performance during a challenging economy requires a deep understanding of customer loyalty. Research shows that organizations lose and have to replace half their customers in five years (according to a recent study by Bain & Co.). Most executives understand the immense cost of losing clients and having to replace them. *What's surprising is how few people really understand what drives customer loyalty.*

## Partial Client List

Air National Guard  
Alcon Labs  
Avaya  
BlueCross BlueShield  
Chicago Mercantile  
Exchange  
CIBC  
Durham Police  
Eli Lilly  
Federal Reserve Bank  
Franklin Templeton  
GlaxoSmithKline  
Intel  
Avaya  
Intercontinental Hotels  
IRS  
HBO  
Johnson & Johnson  
Level 3 Communications  
NASA - Johnson  
Space Center  
Nextel  
Northern Trust  
Novartis  
Sprint  
Hasbro  
Pfizer  
Precor  
U.S. Army  
Verizon  
VHA Surgeons Conference  
Wells Fargo

To improve customer loyalty, most companies focus on things like products or service quality, reward programs, self-service applications, and even price. These are important, but they are simply the things you have to do in order to compete. What truly creates great customer loyalty is the relationship and emotional connection those clients have with the individuals they come in contact with at your organization.

According to the [Harvard Business School](#), there are two rules of customer loyalty:

Rule #1: When all else is equal, people will buy from the person they like the most

Rule #2: When all else is unequal, people will buy from the person they like the most

***People buy from People!*** In this program, you will learn what you and your team need to do in order to create the kind of emotional connection with clients that leads to great customer loyalty. Specifically, you will learn:

- The critical drivers of customer loyalty – and they aren't quality and price!
- The three keys to what clients need in order to feel an emotional connection with your organization
- The science of emotions that drives customer buying behavior
- Three techniques you and your team can apply that will help sustain and grow your client relationships

At the end of this program, participants will have learned and practiced skills that will allow them to drive significantly greater customer loyalty. This session draws from cutting-edge research and IHHP's work with Olympic medalists, the U.S. Army, Fortune 500 leaders and high-performing teams from around the globe.

## About Bill Benjamin:

Bill is an experienced executive who has an in-depth understanding of what drives behavior and great performance in organizations. He is the CEO of the Institute for Health & Human Potential, a successful multi-national business, recently named one of the Fastest Growing Companies as part of PROFIT Magazine's 'Fast 100' ranking. Bill's training includes advanced degrees in Mathematics and Computer Science. Bill has presented to highly discerning audiences with great success.