

A full list of 108 adaptable customer service slides

1. Three really important questions.
2. Three types of customer every organisation needs most.
3. Three levels of customer service.
4. Three determinants of repeat purchase.
5. Three keys to service success.
6. Three myths about customer satisfaction.
7. Three really awkward questions.
8. Three 'r's of customer service.
9. Three types of customer.
10. Three 'r's of loyalty.
11. Three secondary positive effects of customer loyalty.
12. Three brave questions to ask customers.
13. Three corporate competencies for customer service.
14. Three types of customer in terms of reactions to your values.
15. Four things customers want.
16. Four parts to the PACT model.
17. Four zones of customer service.
18. Four elements to the buying cycle.
19. Four 'R's of real customer service.
20. Four types of organisation in terms of customer focus.
21. Four parts of the service recovery model.
22. Four factors that really build a loyal customer base.
23. Four 'I's of customer service.
24. Four key lessons from genuinely customer service focused organisations.

25. Four questions to ask to establish market impact.
26. Four determinants of customer loyalty.
27. Four absolutes for customer service improvement.
28. Four specific types of disloyal customer.
29. Four parts to the ASAP service recovery model.
30. Four strategic steps to customer service.
31. Four ways customers judge value.
32. Four ways to really improve customer service.
33. Four customer service promises
34. Four tough customer questions.
35. Five musts for measures.
36. Five dimensions of customer service – Tom Peters.
37. Five levels of customer bonding.
38. Five types of customer in terms of buying a product or service.
39. Five links in the service-profit chain.
40. Five key questions.
41. Five central concepts to the Japanese understanding of customer satisfaction.
42. Five things customers want.
43. Five levels of customer loyalty.
44. Five principles of CRM.
45. Five ways to manage angry customers.
46. Five parts of the IDEAS benchmarking model.
47. Five essentials for customer service.
48. Five core leadership values for customer focus.
49. Five steps to customer happiness.

50. Five customer service mistakes to avoid.
51. Five parts to the FRIES customer service model.
52. Five biggest customer service blunders.
53. Five musts for measures.
54. Five parts to the customer service excellence model.
55. Five negative forces on customer loyalty.
56. Five parts to the customer FIRST model.
57. Five myths about complaints.
58. Six loyalty factors.
59. Six aims of CRM.
60. Six actions to create and deliver high quality service.
61. Six critical lessons around customers – Milliken.
62. Six types of customer – from Apostle to Terrorist.
63. Six causes of complaints.
64. Six myths around customer complaints.
65. Six parts to the LISTEN customer service model
66. Six key questions around complaint management.
67. Six ways to exceed customer expectations.
68. Six components to lifetime value.
69. Six keys to developing customer service skills,
70. Six ways to be customer-focused.
71. Six things customers don't want when complaining.
72. Six customer service lessons.
73. Six customer service essentials.
74. Six ways to keep customers loyal.
75. Six steps to customer service excellence.
76. Six steps to remarkable service.

77. Seven steps to customer loyalty.
78. Seven things not to do when handling complaints.
79. Seven ways to 'wow' customers.
80. Seven ways to get serious about customer service.
81. Seven ways to make customers feel important.
82. Seven parts to the negative value spiral.
83. Seven reasons for CRM failure.
84. Seven steps to target customers.
85. Eight essentials for customer retention.
86. Eight components of quality.
87. Eight ways to handle difficult customers.
88. Eight critical steps to a customer service culture.
89. Nine positive thinking patterns for customer facing employees.
90. Nine golden rules of customer service.
91. Nine signs of real customer service.
92. Nine ways to make a difference with customer service.
93. Nine ways to handle an angry customer.
94. Ten things to look for in a customer facing employee.
95. Ten commandments of customer service.
96. Ten top customer service tips.
97. Thirteen key performance indicators of customer retention and service recovery.
98. Fourteen key issues around customer retention and service recovery.
99. The RATER customer service model.

100. The LEARN service recovery model.
101. The SERVQUAL customer service model.
102. The PERFECT customer service model.
103. Reichheld quote on measuring customer satisfaction.
104. Increased customer loyalty is the single most...
105. Two key Reichheld quotes on value creation.
106. Customer quality over quantity.
107. Customer value creation, price and defection.
108. "We discovered some years ago..."

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