

## Course Title... *Customer Astonishment: The Commitment to World-Class Customer Care*

### Course Description...

Customer loyalty is the crowning achievement in any business. Customer loyalty is absolute leverage on profitability and growth. It means that your success is cumulative from year to year. In today's business environment, a satisfied customer is no longer enough. We have all entered a new age wherein we must *positively astonish* our customers by anticipating their needs. To be *Customer Need Driven* is the goal. It is essential to build on solid customer relationships, to listen continuously to recognize changing needs, and to earn the right to offer the very best solutions. Your customers expect leadership. As you demonstrate such a commitment, a true spirit of partnership will develop. Brand loyalty will be the result. This computer-based course is a complete tutorial on the principles and practices of *Customer Astonishment*. It is a self-study companion to Darby Checketts' book, *Customer Astonishment: 10 Secrets to World-Class Customer Care*.

### Course Outline...

#### Introduction: Building a Culture of Service Excellence

- A New Age of Business
- Every Person a Business Person
- Customer Loyalty: *The Crowning Achievement in Business*
- A Satisfied Customer is No Longer Enough.

#### Customer Service Perspectives

- To Astound
- To Serve
- To Delight
- To Astonish

#### The Most Proven Principle of Business Success: Find a Need and Fill It.

- Your JOB: *It's about things and processes.*
- Your COR Responsibility (Customer Outcome Responsibility): *It's about people and results.*
- Are You *Process Driven, Customer Driven, or Customer Need Driven?*

#### Customer Satisfaction: A Benchmark

- Four Basic Building Blocks: *Solution, Value, Respect, and Information*
- Your *Chain of Customers*
- Moments of Truth

#### Customer Astonishment: The Multi-Dimensional Strategy

- **R-A-E-I:** To be *Responsive, Anticipatory, Expansive, and Intuitive*
- Pride Factors: *Hallmarks of Your Professionalism*
- You: *The World-Class Problem Solver*
- Effective Communication: *The Art of Life*

## Author / Instructor...

**Darby Checketts** is the president of Cornerstone Professional Development, which he founded in 1985. He began his post-college career with Ford Motor Company in Dearborn, Michigan. He later served as Corporate Quality Services Manager for Digital Equipment Corporation in Maynard, Massachusetts. As a division vice president of Wicat Systems of Orem, Utah, he helped to pioneer Computer-Based Training methodologies. He has also served as a manufacturer's sales representative and as a continuing education instructor at Babson College in Wellesley, Massachusetts. As a consultant and coach, Darby has worked closely with hundreds of leading organizations in 27 countries on five continents. Millions of individuals have benefited from his eye-opening, highly energizing keynotes and educational presentations. Early in the 1990s, he developed the concepts of *Customer Astonishment* that have helped to transform many organizations. His clients range from federal government agencies to Fortune 500 companies to small and rapidly growing firms in all industries. He is the author of fourteen books.

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