

The 8 Footprints of Excellent Customer Service for Franchises

Follow the 8 Footsteps and you'll have delighted customers and stronger stakeholder relationships

In the franchise industry, customers form perceptions of brands through interactions with franchisees and head office communications. Franchise customers like conformity and should always receive integrated messages.

Customers become alarmed and “vote with their feet” when messages between head office and franchises are not congruent. Within the franchise industry, excellent customer service is a competitive advantage.

Here is a routine bad experience:

Brand Y is on sale and the advertisement urges customers to buy Brand Y today.

When the customer visits a franchise store to purchase Brand Y then they are informed it is not in store because “head office always stuffs up by advertising merchandise that is out of stock”.

Goodbye sale Goodbye loyalty & Goodbye branding. Make no mistake, the franchisee venting has damaged the brand for all. Franchisees sometimes choose to cover themselves by blaming Head Office and it is a lose/lose/lose strategy.

A Glance at the 8 Footprints

This training course was designed for Franchisees by a team of Organisational Psychologists, Fortune 500 Sales Directors and Marketers. Your people will discover the 8 footprints of excellent customer service. To keep you interested we've listed 3 of the footprints below:

Footprint # 3 Service Recovery

Your step by step guide when a customer perceives a service failure. Loyalty levels are proven to increase if you can deliver an excellent service recovery

Footprint # 5 Setting and delivering customer expectations

Understanding how expectations are formed in customer's minds and how to change them

Footprint # 8 Creating positive customer experiences

Positive customer experiences influence loyalty levels and boost repurchase intentions

Key learning outcomes

Your **8 Footprints of Excellent Customer Service for Franchises** program will give participants the skills to:

- Critique franchise customer service case studies
- Understand how expectations are formed in the minds of customers
- Break away from a blame Head Office mentality and reap the benefits
- Reframe negative thoughts about Head Office
- Identify and substitute negative vocabulary
- Deliver positive customer experiences
- Feel more connected with Head Office activities
- Anticipate customer struggle points and influence better outcomes
- Build more connections with Head Office and customers
- Tally and reduce the amount of customer complaints
- Remove the #1 cause of franchisee dysfunction
- Keep a united front and keep the competition at bay
- Remove ambiguity between franchisee outlets and head office
- Calibrate the effectiveness of your existing problem solving methodologies
- Agree action plans to boost customer service levels
- Brainstorm methods of gathering accurate data on customer complacency and how to reduce them

Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 – 9 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be conducted as a one day or half day program.
- **Cost:** Price on request.
- **Target Audience:** Franchisee personnel and/or Head Office personnel.

If you would like more information on this training program, please contact:
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www.preftrain.com

