

“The Loyalty Mapping Workshop gives your organization information and tools to improve loyalty and word-of-mouth referrals, by better meeting customer wants and needs.”

The Loyalty Mapping Workshop

MCorpConsulting 

Learn how loyalty affects customer value, and get the data and tools you need to improve it.

All organizations care about—but few have the data or the tools to identify and measure—customer loyalty, the true measure of retention, renewal and advocacy.

That’s why many turn to MCorp Consulting.

The Loyalty Mapping Workshop.

Give your team a greater understanding of the importance of building advocates, and the value of word-of-mouth referrals.

The Workshop will enable your organization to assess the effectiveness of current systems against customer-defined needs, and understand how current strategies align against best practices for loyalty improvement. It will also show tangible connections between improved customer loyalty and your bottom line.

Transform the way your team manages customer loyalty.

Information gathered through the Loyalty Mapping Diagnostic provides the foundation for the half-day Workshop. Based on MCorp Consulting’s proven Loyalty Mapping® methodologies, the many benefits of the Workshop format include:

- Clarity, alignment and commitment among team members;
- A common vocabulary and organizational understanding of the key concepts that guide improvements to loyalty and advocacy;
- An action plan for improving loyalty and advocacy over time;
- Pinpointing disconnects between internal and customer perceptions of loyalty;
- Benchmark performance metrics against which to measure your progress.

The Loyalty Mapping Workshop delivers real outcomes.

Data-driven, educational and highly practical, the Workshop is an on-site session.

Incorporating customer and company performance data and insights gathered in your loyalty diagnostic, the Workshop drives the creation of an action plan, and gives your team the tools it needs to measure and manage improvements to customer loyalty over time.

MCorp Consulting is a research, brand and strategy consultancy that maps and improves the touchpoints between organizations and their customers, delivering better brand, marketing and customer experiences. Online at www.mcorpconsulting.com.

The Loyalty Mapping Workshop: Leveraging the Loyalty Mapping Diagnostic to help you understand your customers, and give your team a framework to better drive advocacy over time.

The Loyalty Mapping Workshop is comprised of four primary steps.

Step 1: Loyalty Mapping Diagnostic

The core of the Workshop is the data delivered by the Survey. Both are based on MCorp's proprietary Loyalty Mapping methodology.

Step 2: Curriculum Development

Driven by your needs, a customized Workshop curriculum is tailored for your organization, based on actionable data from your customers and your company.

Step 3: Onsite Workshop

Led by senior MCorp Consulting partners, this fast-paced, outcome-oriented, half-day Workshop drives immediate insights into performance gaps, and provides you with a plan to close them.

Step 4: Ongoing Support

MCorp consultants provide follow-up support and strategic guidance for 30 days following the Workshop.

Deliverables include:

- Team understanding of the foundations of customer satisfaction, loyalty and increased advocacy;
- Review of the Customer Relationship Lifecycle and the touchpoints in place to move customers to loyalty and advocacy;
- Examination of performance gaps, and how lack of loyalty can hinder your ability to increase the value of customer relationships;
- Analysis of existing delivery systems and desired outcomes;
- Defined action steps for loyalty improvement;
- Articulated performance benchmarks and metrics for driving desired business results;
- Follow-up support from your Workshop facilitator as you implement your experience improvement action plan.

The benefits to your organization can be significant.

In about six weeks we will complete a loyalty diagnostic and conduct the Insight Workshop. These will directly help you to identify and deliver on activities that can increase loyalty and advocacy for your organization.

More important, your team will have the tools it needs to measure, manage and control a continually improved customer loyalty program over time.

How can your organization benefit from a Loyalty Mapping Workshop?

Call 866-526-2655 or email mapping@mccorpconsulting.com to find out.

Snapshot: The Loyalty Mapping Workshop

WHAT

This half-day Workshop at your location is based on findings from a Loyalty Mapping Diagnostic customized for your organization.

An engagement lasts about six weeks and includes delivery of the loyalty diagnostic, analysis of results, development of a customized workshop curriculum, and the onsite Workshop.

VALUE

Driven by your needs, the Loyalty Mapping Workshop leverages actionable data from your customers and your company. Through an evaluation of current customer loyalty and the best practices of others, you'll learn specific ways to boost advocacy and word-of-mouth referrals, and develop and implement an action plan that will enable your organization to deliver and sustain improved loyalty over time.

DELIVERABLES

- A completed Loyalty Mapping Diagnostic including findings, metrics and assessments
- A customized Workshop curriculum and improvement model tailored to fit your specific needs
- A half-day, onsite Workshop led by senior MCorp Consulting partners
- An action plan for managing and improving loyalty over time
- Clarity, alignment and commitment among team members