Prepared specially for SHRM-GT Members on Tuesday, January 10, 2012 by Customers for Life Consulting

10 ways to bring LOYALTY back to LIFE in your company

1. ## *Create Personal Emotional Connections (PECs) with every employee*
Discover Common Points of Interest (CPIs) with your employees. Use CPIs to connect with them. Reward them the way they want to be rewarded. Celebrate their personal lives and anniversaries. Take and use their pictures. Put them up on your walls. Give them credit. Publicize their accomplishments.

2. ## *Form Employee book clubs*
Buy 20 of the best books on customer service and personal development. Loan them to employees to read. Host a weekly "brown bag" lunch where an employee reports on the ideas he/she got as they read the book. Discuss other ideas for improving. Start with your management team.

3. ## *Conduct "Drip Irrigation" training*
Train in small, short increments. Consider having a daily or weekly 10-minute "huddles" of all employees, where you talk about what went well yesterday, what needs improving today, and upcoming "news" or initiatives to try.

4. ## *Say "THANK YOU"*
A well-placed "thank-you" is the most powerful tool in a manager's toolbox and in an employee's conversation with a customer. You can't say it too often, especially when you thank an employee for what they have done or an idea they have provided. "Thank you" is to employee engagement as "I love you" is to a marriage….it makes everything else work better.

5. ## *Run a "Touchpoint Analysis"*
Identify every way that your employees can interact with you…every way you "touch" an employee: the way you hire, the way you train, the way you reward, the way you communicate, the way you review their performance, etc. Brainstorm on how you can improve each touchpoint. Make 100 things 1% better. Then, keep trying.

6. ## *Ask Employees regularly: "What do YOU think?*
Every month, every quarter, ask employees: "How are we doing?" "What can we do better?" "What should we stop doing?" Share their answers with other employees. Ask, Listen, and ACT upon what you learn.

7. ## *Hire for attitude, train for skill*
You can train employees how to do the job, but you can't train them to smile, to be interested in others, or to be friendly or happy…or to look forward to coming to work each day. But…you can train employees how best to fill customer needs, how to handle customer complaints, and in ways to improve their personal and professional lives.

8. ## *Kill your "Un-WOWs" before you try to WOW*
Conduct a scavenger hunt to find all the "un-WOWs" in your company: Things you do everyday that don't make any sense, or that create a negative reaction from an employee or customer. Conduct a "public funeral" on the un-WOWs, and watch employee and customer morale soar.

9. ## *Seek complaints*
Both employee and customer complaints are gifts. Make it easy to complain (and to praise). Act on their suggestions. Apologize, fix it, and give a little bit extra. Let everyone know about what you are changing because of the suggestions. Adopting this attitude represents a major culture change for most companies, but it is a most powerful attitude because it improves every aspect of a company.

10. ## *Do unexpected things at unexpected times*
Doing unexpected things at unexpected times MAGNIFIES the employee's perception of the action or of the reward/recognition. Instead of saying "that's nice", they will say "WOW! I love this place!! What a great place to work!!", and they'll find other potential employees just like them that you can hire.

….and, above all, "Go out of your way to make it easy for your employees to CONNECT with you…in ways that add value and that are sometimes unexpected."

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