

Turning Customers into Cheerleaders

Facilitated by Daniel Garcia



Rule 57
Consulting



**WHEN HAS A
BUSINESS
SURPRISED OR
DELIGHTED YOU?**

TODAY'S WORKSHOP

01

Principles

02

Customer Journey

03

Marketing



04

Customer Service



05

Retention



PRINCIPLES OF CUSTOMER LOYALTY



TRUST & RELIABILITY

Ensure customers feel confident in your ability to consistently deliver on your promises.

CUSTOMER ENGAGEMENT

Make customers feel valued and involved, enhancing their loyalty and providing valuable feedback.

EMOTIONAL CONNECTION

Create a strong bond that goes beyond transactions, fostering long-term loyalty and advocacy.

CUSTOMER JOURNEY FRAMEWORK

MARKETING

CUSTOMER SERVICE

RETENTION

DECIDE

Customer decides to purchase from you.

2

EXPERIENCE

First significant interaction with your product.

4

ACHIEVE

Achieves the result that they were hoping for.

6

CHEERLEADER

Satisfied customers start advocating for your brand, referring others and sharing their positive experience.

8

1

DISCOVER

Customer first aware of your business.

3

WELCOME

Customer needs reassurance after purchasing.

5

LEARN

Learning how to use your product effectively.

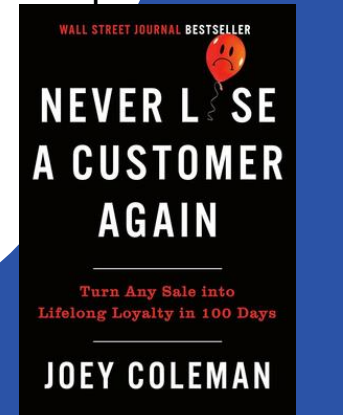
7

ROUTINE

Product becomes part of their routine.



Adapted from:



MARKETING

DISCOVER

Customers first learn about your business through marketing, advertising, or word-of-mouth.

Key Touchpoints: Awareness, Outreach



DECIDE

Customers evaluate and decide to purchase your product or service.

Key Touchpoints: Evaluation, Purchase, Commitment

WELCOME

Customers receive reassurance and onboarding after their purchase.

Key Touchpoints: Onboarding, Reassurance, Introduction



Activity

- Pick **1** Phase
- Work solo
 - **3 minutes**
- Discuss with a neighbor
 - **3 minutes**
- Share insights
 - **2 minutes**

DISCOVER

Task: Think about how potential customers first learn about your business.

Questions to Consider:
What marketing channels do you use to create awareness?
How effective are these channels in reaching your target audience?

Action: Write down three key touchpoints in the Discover phase and one strategy to improve each.

DECIDE

Task: Consider how customers decide to purchase from your business.

Questions to Consider:
What information do customers need to make a decision?
How easy is it for them to find and understand this information?

Action: Write down three key touchpoints in the Decide phase and one strategy to improve each.

WELCOME

Task: Reflect on how you welcome customers after their purchase.

Questions to Consider:
What steps do you take to reassure new customers?
How do you make the onboarding process smooth and welcoming?

Action: Write down three key touchpoints in the Welcome phase and one strategy to improve each.

CUSTOMER SERVICE

EXPERIENCE

Customers have their initial significant interaction with your product or service.

Key Touchpoints: Interaction, Feedback, Support



LEARN

Customers understand how to effectively use your product or service.

Key Touchpoints: Training, Education, Assistance



ACHIEVE

Customers achieve the results they expected from your product or service.

Key Touchpoints: Results, Success, Milestones



Activity

- Pair up with a different person
- Pick **1** phase
- Discuss with partner
 - **5 minutes**
- Share insights
 - **2 minutes**

EXPERIENCE

Task: Discuss with a partner how customers experience your product or service for the first time.

Questions to Consider:
What are customers' first interactions with your product or service?
How can you ensure this initial experience is positive and memorable?

Action: Brainstorm and write down three strategies to improve the Experience phase.

LEARN

Task: Discuss with a partner how customers learn to use your product or service effectively.

Questions to Consider:
What resources do you provide to help customers learn?
How do you ensure customers are effectively utilizing these resources?

Action: Brainstorm and write down three ways to improve the Learn phase in your business.

ACHIEVE

Task: Discuss with a partner how you help customers achieve their desired outcomes.

Questions to Consider:
How do you measure customer success?
What support do you provide to help customers reach their goals?

Action: Brainstorm and write down three ways to improve the Achieve phase in your business.

RETENTION



CHEERLEADER

Satisfied customers begin promoting your brand to others.

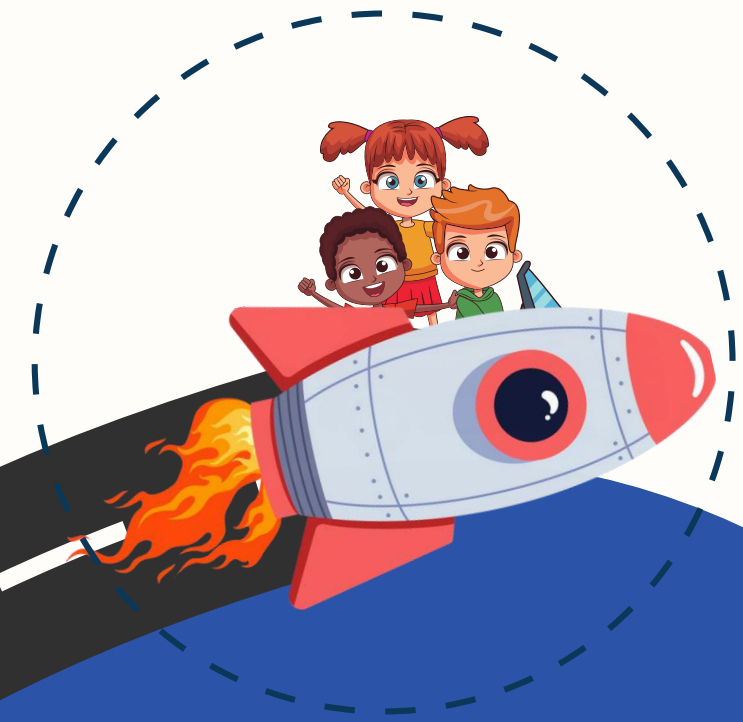
Key Touchpoints:
Referral, Promotion,
Endorsement



ROUTINE

Customers integrate your product or service into their regular habits.

Key Touchpoints: Habit,
Consistency, Engagement



RESULTS

- Increased customer satisfaction
- Higher retention rates
- Brand advocates
- Positive word-of-mouth
- Sustainable business growth

Activity

- Work solo on Routine
 - **2 minutes**
- Work solo on Cheerleader
 - **2 minutes**
- Discuss in groups of 3
 - **4 minutes**
- Share Insights
 - **2 minutes**

ROUTINE

Task: Reflect on how your product or service becomes a regular part of your customers' lives.

Questions to Consider:

- How do you maintain ongoing engagement with your customers?
- What methods do you use to ensure consistent quality and service?

Action: List three strategies to improve the Routine phase.

Examples: Send regular usage tips, provide exclusive content for long-term customers, start a loyalty program.

CHEERLEADER

Task: Think about how you encourage customers to become cheerleaders for your brand.

Questions to Consider:

- How do you encourage referrals and positive word-of-mouth?
- What platforms do you provide for customers to share their experiences?

Action: List three initiatives to enhance the Cheerleader phase.

Examples: Create a referral program, showcase customer testimonials, engage with advocates on social media.

NEXT STEPS

Now that we've journeyed with our customers through their entire experience, let's use the insights to design better experiences.

NEXT STEPS		
1 TOPIC	2 SUMMARY	3 ACTION
Principles	Trust & Reliability Customer Engagement Emotional Connection	Use these principles to complete the worksheets.
Marketing	Discover Decide Welcome	Complete the remaining 2 phases.
Customer Service	Experience Learn Achieve	Complete the remaining 2 phases.
Retention	Routine Cheerleader	Refine 1 of your ideas and implement it in your business.

THANK YOU

- Email Me:
 - Daniel@Rule57Consulting.com
- Website:
 - Rule57Consulting.com
- Connect on LinkedIn:
 - [/in/daniel-v-garcia](https://www.linkedin.com/in/daniel-v-garcia)
- Additional Resources in QR link



Can I ask a favor? Will you take 3 minutes and let me know how I did by filling out the survey in the QR link?



Scan Me

