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We Ignite Loyalty

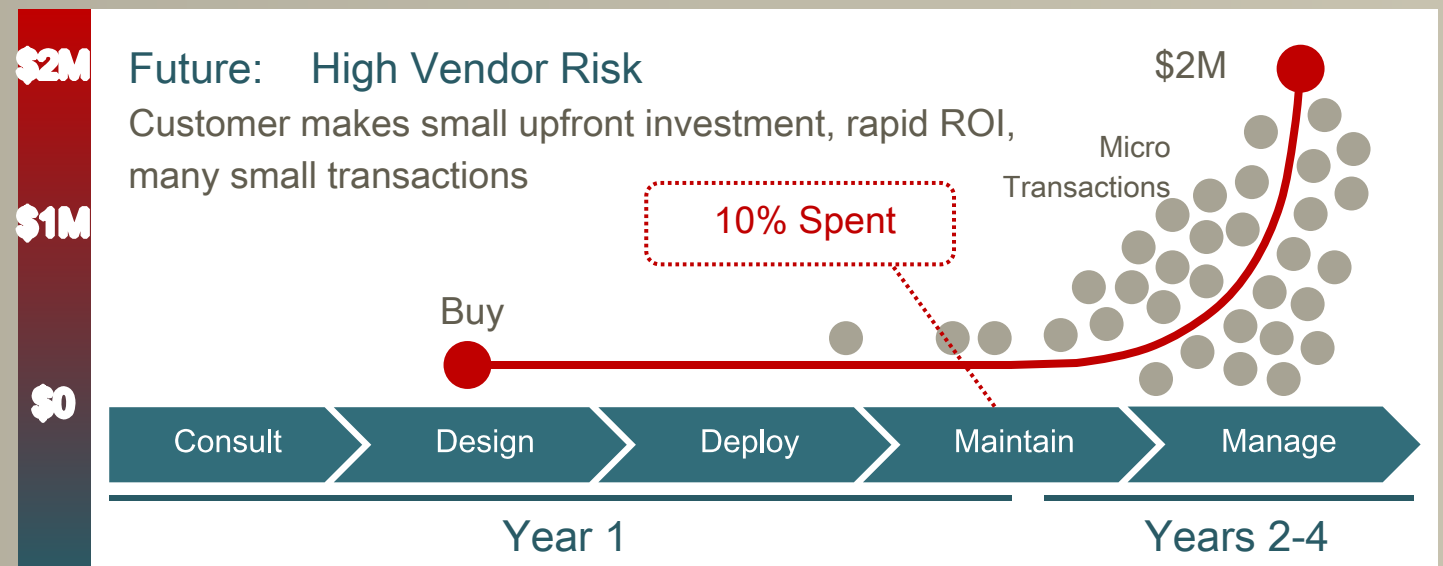
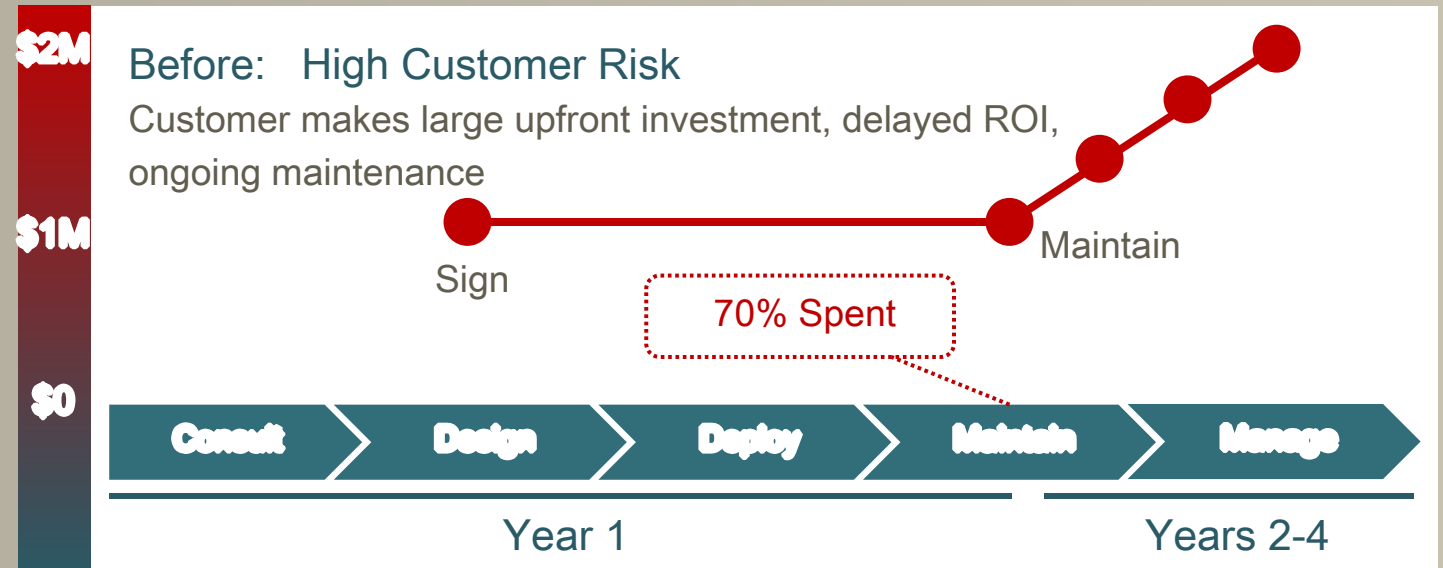


# Where do you want to go?



## The challenge

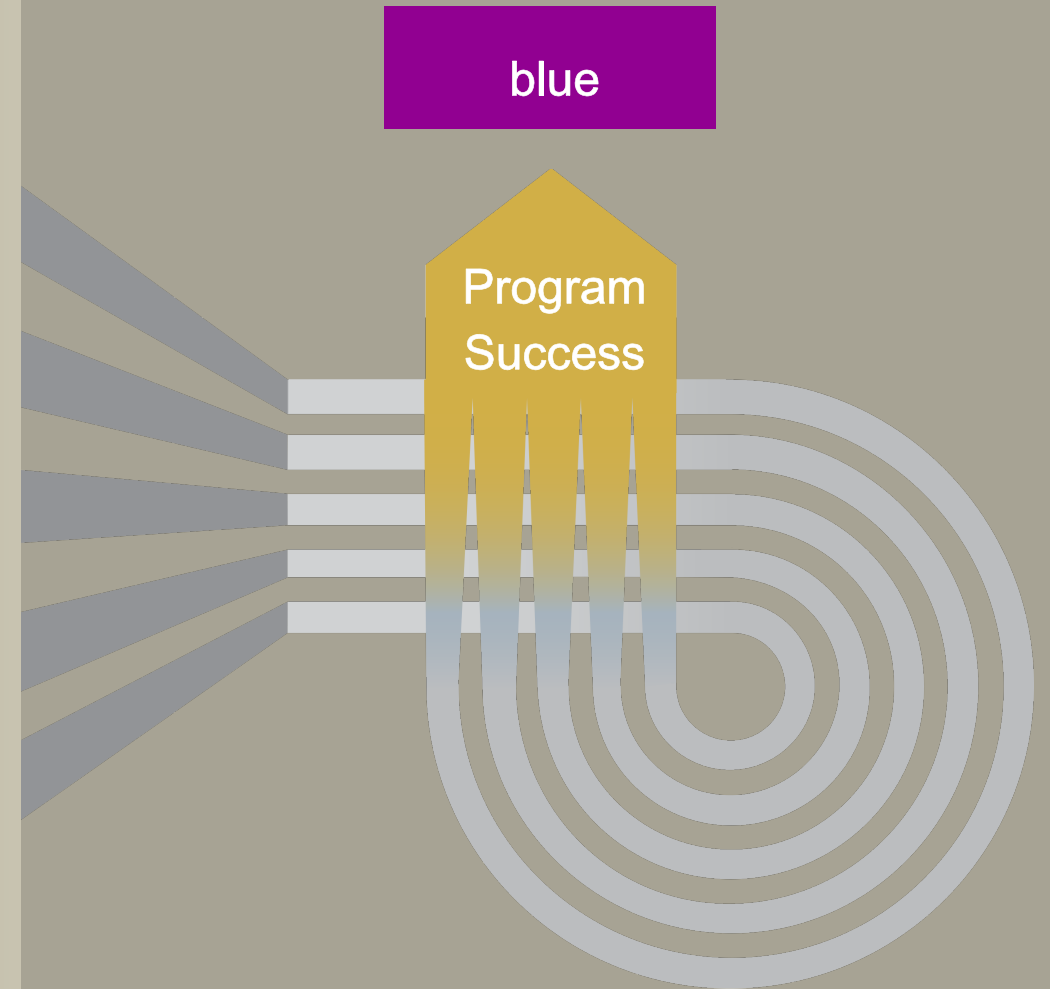
- Consumption economics has permeated every sector, including mobile and high-tech
- Risk and “cost of switching” has shifted from the customer to the supplier
- User experience trumps functionality, which is largely viewed as a commodity



# Where do you want to go?

## The challenge

- Support isn't an insurance policy but a value generator
- Service is the differentiator
- “Micro-transactions” put even more emphasis on after-market



# What makes satisfied customers loyal?



## Subtitle

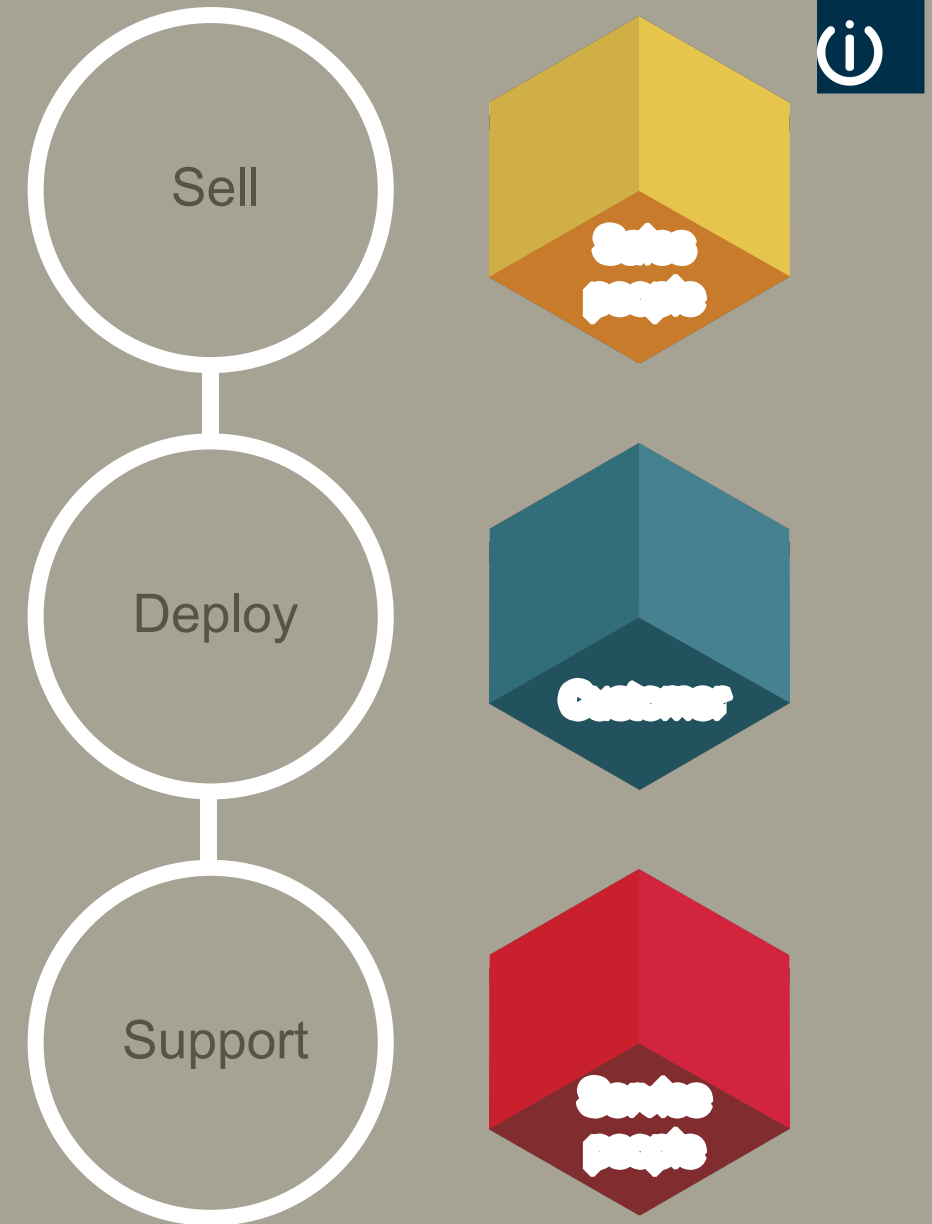
- Your unique differentiator = the thing your customers can't live without
- Your brand = how customers see themselves or who they want to be
- Your culture = customer success = your success



# Igniting loyalty

## Subtitle

- Support isn't about fixing what's broken, it's about building on what's stable
- Everyone "sells"
- Focus on your purpose and aligning to organization to achieve that purpose



# A word about Strategic Program Development



S

STRATEGIZE

P

POSITION

A

ACT

R

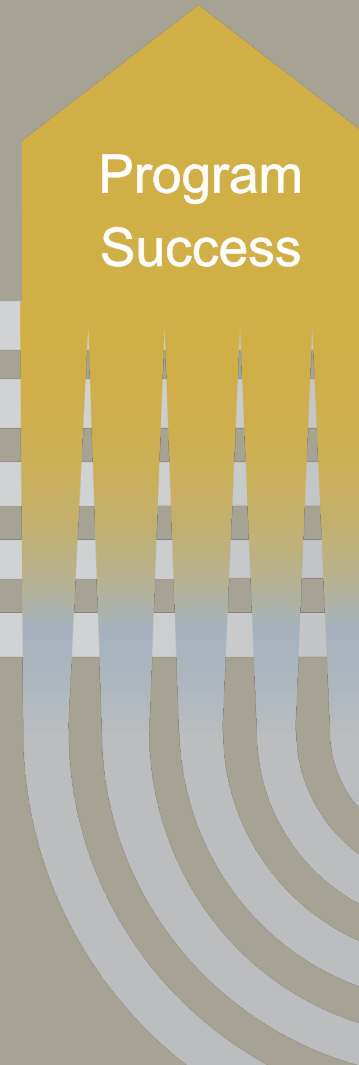
RE-ENERGIZE

C

CALIBRATE

blue






Program  
Success



# Igniting loyalty at T-Mobile



How we helped one client get to where they wanted to go

STRATEGIZE	S	To compete with AT&T and Verizon with 10x advertising budgets, T-Mobile leveraged their award-winning Retail and Customer Care operations to increase confidence in network coverage.	
POSITION	P	"Coverage where you live, work and play" means that local coverage (not national coverage) was key to helping customers understand where T-Mobile was right for them.	
ACT	A	Local newtork engineers made regular visits to stores and call centers, leaving behind important coverage information for their particular geography.	
RE-ENERGIZE	R	These personal connections, along with incentives, visual aides and an online coverage tool all combined to boost employee and customer awareness of T-Mobile's coverage.	
CALIBRATE	C	Within the first 60 days of the program, perceptions of T-Mobile's coverage went up dramatically among participating employees.	

*"To get our Coverage message out there, we had to get creative."*

**Jessica Prince, Program Manager,  
T-Mobile**



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## Why Ignition Point?

- Programmatic Execution = Results
- Leadership Development = Sustainability
- Real-World Experience = Expertise







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# Thank you!