

# CustomerChampion™ Professional Recognition

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## Definition of a *CustomerChampion*...



A *CustomerChampion* is an individual who works with a clear sense of purpose to satisfy the needs and exceed the expectations of their customers. As a true professional, this individual performs to recognized standards of excellence and puts the needs of their external and internal customers first to produce results that are mutually beneficial.

## Program Description...

Early in Cornerstone's history, we sponsored a highly formalized program for many client organizations to recognize their exceptional customer service professionals. We have simplified our training and supporting study materials. The *CustomerChampion*™ program is now a team-based opportunity for you to acknowledge your own *customer service professionals* who have accomplished the following five (5) simple steps.

1. You have demonstrated your interest in strengthening your organization's "Culture of Service Excellence."
2. You participated in the "foundational" *Customer Astonishment* seminar conducted by Darby Checketts or another Cornerstone representative. Or, you have read Darby Checketts' book, *Customer Astonishment: 10 Secrets to World-Class Customer Care*.
3. You studied the "10 Secrets to World-Class Customer Care" individually and participated with your team members to discuss the four-page study guide in detail to reach conclusions about the consistent application of each "Secret" within your organization with your customers.
4. Based on the above steps, you have identified your *Personal* and *Team* "Pride Factors" as the outward hallmarks of your professionalism and as specific commitments to your customers.
5. RESULTS: You have helped to lead the way for a specific improvement or enhancement to the service your team provides to your customers.

## Acknowledgement...

At this point, please acknowledge each other as the more determined champions of what your customers need and expect. Celebrate your achievement and please let Cornerstone know. We will congratulate you and send you a *CustomerChampion*™ window decal to display at the front entrance of your organization's main office, retail outlet, warehouse, or other facility. Individual recognition certificates and quality lapel pins are available at a nominal cost.

## Benefits to You and Your Team...

- ★ **Commitment.** The above process is an important opportunity to carefully examine your commitments to your customers and to signal these to your work associates.
- ★ **Learning and Skill Development.** You will learn a great deal from your study of the various training materials. You will also identify other areas of knowledge and skill development to pursue in the months ahead.
- ★ **Performance Improvement.** You and your associates will build enthusiasm and produce tangible results in terms of productivity and higher levels of customer satisfaction.
- ★ **Organizational Benefits.** Your organization will benefit from an increasing public awareness of your various commitments to deliver *positively astonishing service* = **The Power in Wow!**

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