

# Working Customer Loyalty into Your Messaging

**By Kevin Lake, independent customer loyalty consultant**

A “Winning Message” should go beyond simply exclaiming product attributes and creating memorable slogans. While indeed important, world-class companies know a “Winning Message” must include the customer experience. After all, it is the customer or prospect that the message is intended to influence.

Corporate messaging needs to project “trust”, “quality”, “dependability” and “customer focus”. If a customer doesn’t trust your brand or is uncertain about the dependability of your products/services or has no sense of your commitment to customer service, don’t expect them to buy into your corporate pitches.

Of course, if you are a savvy corporate messaging type, you know it isn’t enough just to say... “trust us”, “we’re dependable”, “we focus on the customer” – you have to convince your target audience that you’re not just blowing hot air.

Consider leveraging customer loyalty statistics that provide substantiation that customers view your company in a favorable light.

## Examples:

“75% of our business is from repeat customers”

“92% of customers say that they would do business with us again”

“64% of Fortune 500 companies use our products”

Corporations can also leverage customer feedback and testimonials garnered through standard customer satisfaction surveys and/or customer testimonials gathered by the sales force.

## Examples:

“I’ve done business with XYZ Corporation for over 8 years, they have the most dependable products and services in the industry and truly put the customer first.” (Frank Smith, CEO, ABC Corporation).

“XYZ Corporation is a company you can trust and that’s rare these days. They’re straight shooters and stick to their commitments to the customer. I strongly recommend this firm.” (Jane Doehanson, Manager, Corporate Procurement, LMN Associates).

Working customer loyalty statistics and testimonials into your corporate messaging puts substance behind your message. The question is do you have an infrastructure to support the collection of this type of information? Does your firm have a customer satisfaction survey program? Do your sales people have an incentive to provide customer testimonials? If the answer to any of this is yes, USE THEM! If the answer is ‘no’ – what are you waiting for? Rattle some cages and see to it that your corporate leadership is at least contemplating these infrastructure needs in future corporate planning.

Need help? Google to find a consumer survey firm that can assist you -- most will work within your budget.