

# Texas Executive Education

The University of Texas at Austin **McCombs School of Business**

800.409.3932 |

ExecEd@mcombs.utexas.edu | [www.mcombs.utexas.edu/ExecEd](http://www.mcombs.utexas.edu/ExecEd)



## Keeping Your Customers in Challenging Times

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**“This is a must have class!”**

*Richard Davila II*

*President, Livingston Audiology*

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The only way companies make money is through their customers. Too often, we lose touch with our customers and forget how important they are to the success of the organization. In this session we examine what a strong and compelling customer focus means, why customer retention is so vital especially in challenging economic times, and what it takes to achieve customer loyalty. You will discover innovative ways and methods of building and maintaining customer loyalty including: enhancing trust and commitment, demonstrating extraordinary competency, recovering from poor customer experiences, providing hassle-free service, and effectively communicating with customers be it in sales encounter or in a problem solving session.

We will look at how leading companies create a meaningful and exciting series of experiences, which customers will pay for, and how they gain deep insight into their customers. Vital to this program is provocative new research on effective technologies tied to customer experiences and challenges companies are facing in dealing with customers globally. Crucial to the program is applying what you have learned and discovering the best practices of the organizations represented in the program.

### Topics

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- Why customer focus matters financially
- Defining customer focus
- Critical principles of customer loyalty
- Coping with difficult customers
- Challenges to understanding customers' needs and wants
- Retention strategies that build loyalty

### Key Benefits

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- Examine what customer focus means
- Understand the financial value of customer focus
- Know and deeply understand your market
- Learn how to create a customer warranty
- Discover how to gain deep insight into what matters to customers
- Manage unhappy customers
- Implement ways to demonstrate competency
- Identify different characteristics of customers that affect loyalty decisions
- Learn to better manage expectations
- Leveraging technologies to create better customer interactions

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## Faculty

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### **John A. Daly, Ph.D.**

Liddell Professor of Communication at the University of Texas and Professor of Business Communication in the McCombs School of Business. Dr. Daly's expertise includes effective communication, customer service, advocacy, sales management, and team building. As an active speaker and consultant to government and industry, John Daly has worked with over 300 organizations including 3M, Dell Computer, Frito-Lay, Continental Airlines, Marriott, Merrill Lynch, Bayer and many others. Arguably the most popular professor on campus, John Daly has received numerous awards at the University in recognition of his excellence in teaching.

### **Raj Raghunathan, Ph.D.**

Dr. Raghunathan is an Associate Professor in the Department of Marketing at the McCombs School of Business. He teaches Customer Insights for both undergraduates and MBAs at McCombs, and leads the Global Connections trip to India for the MBAs. His work juxtaposes theories from psychology, behavioral sciences, decision theory and marketing to document and explain interrelationships between affect and consumption behavior. Raghunathan has been published in top marketing and psychology journals such as, The Journal of Marketing, The Journal of Consumer Research, Motivation and Emotion, Organizational Behavior and Human Decision Processes and The Journal of Personality and Social Psychology. He was recognized as a Marketing Science Young Scholar in 2006, for his contributions to the field of Marketing, and was awarded the NSF Career Grant Award in 2006.

## Registration and Fees

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The program fee includes materials, lunches and breaks.

You may register on-line at [WWW.MCCOMBS.UTEXAS.EDU/EXECED](http://WWW.MCCOMBS.UTEXAS.EDU/EXECED)  
or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies:  
[WWW.MCCOMBS.UTEXAS.EDU/EXECED/REGISTER.ASP#CANCELLATION](http://WWW.MCCOMBS.UTEXAS.EDU/EXECED/REGISTER.ASP#CANCELLATION)

## Continuing Education Credits

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Participants earn 1.40 continuing education units (CEU) or 14 (CPE). There are no prerequisites and a certificate of completion will be presented from Texas Executive Education.

## Schedule

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This two day program meets from 8:30 a.m. to 4:30 p.m. A schedule and campus map with location information will be sent approximately two weeks prior to the session with your paid registration. Payment guarantees your space.