SANDY ROGERS
Expert Consultant | Practice Leader | Thought Leader | Speaker

Drive faster growth through a customer-centric culture.
Every chain wants to grow faster. And it’s your Promoters – customers who love your company and recommend you to their friends – that drive profitable growth. The manager and team at your locations play the leading role in delighting your customers. If you’re like most retail chains, you have strong managers, weak managers, and a lot of very average managers in between.

Many chains struggle with getting their location managers and frontline teams to deliver consistently great service. To create more Promoters, you need every person fully engaged in delighting your customers. To satisfy a customer, solve their problem. To delight a customer, solve their problem in a way that makes them feel great.

Moving from satisfying to truly delighting each customer requires some of your frontline people to change their behavior, and that’s where FranklinCovey can help.

**You need 4 things to build a culture that consistently delights your customers:**

1. First, your executive team must be fully engaged. Simply paying lip-service to delighting customers won’t do.
2. Real numbers at each store that accurately show how well your frontline employees are serving their customers.
3. Meaningful rewards and accountability that engage and motivate your people to deliver exceptional customer service.
4. A simple, sustainable execution process that clones the best behaviors of your best leaders to motivate your people to delight every customer every time.

We will show your chain how these four components can unleash the passion and creativity of frontline employees to provide better customer experiences more consistently, make every store a top performer and drive faster growth.

**Our Promise:** Create a culture where every store manager and their team are highly engaged to delight each customer – every time!

**Start Delighting Every Customer That Walks In Your Door**

For a complete online demonstration, contact Richard Vernon at 801-817-5420 or Richard.Vernon@FranklinCovey.com.
About Sandy

Sandy Rogers serves as Managing Director of FranklinCovey’s customer loyalty practice which is focused on helping large multi-unit operators in retail, healthcare, grocery, food service, lodging, and financial services to accelerate growth through increased customer loyalty. FranklinCovey provides each location in the chain with an accurate and reliable measure of customer service along with a process to improve it through more consistent frontline execution. Most of the retail chains FranklinCovey works with already know how to delight customers to increase conversion and revenue per transaction; their primary challenge is in getting their frontline employees to actually do the things they know work more consistently at each location every day.

Prior to FranklinCovey, Sandy spent 14 years with Enterprise Rent-A-Car, most recently as Senior Vice President of Corporate Strategy. During his time at Enterprise, he led the turn-around of Enterprise’s London operation, and before this he served as Vice President of Marketing and Business Development. He led the teams that developed Enterprise’s consumer marketing strategy including the “Pick Enterprise ... We’ll Pick You Up” television campaign and ESQi, Enterprise’s comprehensive system for measuring and improving customer service across their 7,000 branch network.

Before Enterprise, Sandy held marketing positions at Apple Computer, and began his career in brand management at Procter & Gamble. Sandy is an advisor to the board of Advance Auto Parts. He serves on the executive committee for Big Brothers, Big Sisters of Eastern Missouri and the Leadership Council for the Donald Danforth Plant Science Center. Sandy holds a bachelor’s degree from Duke University and an M.B.A. from Harvard Business School.
Consulting Expertise

Sandy has consulted for a wide range of companies including Enterprise Rent-A-Car, Advance Auto Parts, PETCO, Panda Express, Sprint, Concentra, and several small to medium size organizations. He currently serves as an advisor to the board of Advance Auto Parts. He is particularly interested in working with multi-unit operating businesses - companies that operate through a chain of locations, stores, branches, hotels, or restaurants - where the personal service provided by front line employees is key to the company’s growth strategy.

Sandy’s expertise is in:

- Designing and implementing accurate and representative customer service metrics for each chain location,
- Measuring competitive industry-wide Net Promoter Scores,
- Helping chains create a culture which unleashes the passion and creativity of frontline employees to delight each customer.

Sandy’s work with FranklinCovey builds on his 14 years at Enterprise Rent-A-Car where he led the team that developed the system for measuring and improving customer service (ESQi) that helped Enterprise to triple from $2-6 billion in a little over a decade.

Sandy can help in the following areas:

1. Accurate and representative customer service metrics
2. Customer satisfaction and NPS benchmark studies across industries
3. Identifying the truly great performing teams in your organization
4. Linking incentives to customer loyalty scores
5. Inspiring the middle 60% of your leaders to behave more like your top 20% of leaders
6. Changing the behavior of frontline employees through a culture that inspires them to delight each customer
Speech Topics

Your Customer Service Metrics Are Not Right!
The case for improved customer service metrics across every chain
Do you think you have good customer service data? Are you using it to pay and promote your leaders and teams? In this compelling presentation, Sandy will share key findings that illustrate how most customer service data is not representative of your customer base and how it is skewed toward your most loyal customers. You will see how easy it is for customer service data to be gamed by frontline teams. Sharing multiple examples from numerous industries, Sandy will highlight the most common mistakes organizations make, and how you can identify if you have done them in your organization. Then, he will share a step-by-step process for correctly gathering data that represents the views of all your customers. He will show you how to tie meaningful rewards and recognition to accurate metrics you can rely on for pay and promotion decisions.

Making NPS Work in Your Organization
Best practices from a founding practitioner
Since the launch of the Net Promoter Score (NPS) just a few years ago, thousands of companies have taken on this metric as “the one number you need to know” to manage their customer relationships. Many organizations however, stumble when trying to execute the NPS concept within their organization. What sounds simple and clear in theory can be challenging in practice. Understanding who to survey, how often, and how to apply NPS data can be tricky. NPS, for example, is often not a good monthly score for chain locations given it is more a measure of cumulative experience rather than a measure of how a location did in the past month. Think of NPS as more of a balance sheet measure while top-box satisfaction is more of an income statement measure. Both are important. Sandy will describe the role each should play. As the leader of the team that created the customer service metric at Enterprise Rent-A-Car that is mentioned in Fred Reichheld’s book – The Ultimate Question, Sandy will help you understand when to use NPS, when to use other metrics, how to appropriately survey your customers to get the most accurate representative sample, and then how to take this data and make improvements at the frontline.

Winning Customer Loyalty
The 7 Habits of Outstanding Customer Service
In many organizations, the people who spend the most time with customers are also some of the lowest paid, and least enfranchised of your whole team. Empowering this group to serve customers is critical to your success. Winning your customers’ loyalty requires a permanent change in the way your people see themselves – which then changes the way they interact with customers. Based on the best selling business book by Stephen R. Covey, The 7 Habits of Highly Effective People, this presentation demonstrates the seven core habits that each employee and leader needs to develop in order to consistently delight customers. Based on the principle of “inside-out” change, you will understand how these habits ignite each employee to feel passionate about helping customers and creating a win-win situation for your organization.

How to Execute Loyalty at the Frontline
Creating a culture of customer service through execution
Every organization has pockets of excellence. The problem for most is not that their people don’t know what to do. The problem is execution. People may know what to do, but in the whirlwind of day-to-day work, too often leaders and teams lose focus on what is most important, and get distracted by what feels most urgent. To change a culture, you must change the behavior of your leaders. They are the key leverage point. A leader’s primary mission should be to lead a team to achieve results by executing the handful of behaviors that will bring the greatest returns to your customers and your bottom line. Sandy will share examples of four key disciplines that each manager needs to institutionalize at the frontline in order to help his/her team focus and deliver great results. He will show you how to clone the behaviors of your best leaders and institutionalize them throughout your organization.
In this video, Sandy shares the four key things that your chain needs to build a culture that consistently delights your customers. With Sandy’s tenure at Enterprise Rent-A-Car measuring customer service, the partnership with Fred Reichheld (creator of NPS and author of *The Ultimate Question*) and relationship with FranklinCovey, you know your chain is in good hands. FranklinCovey helps you to create a culture where every manager and team is highly engaged to delight each customer – every time!
Get In Touch

Start Delighting Every Customer That Walks In Your Door
To learn more about how FranklinCovey’s Winning Customer Loyalty Solution can help your company or to arrange a speaking engagement with Sandy Rogers, please contact:

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www.franklincovey.com/loyalty