

# How do you measure customer loyalty?



## KEY MEASUREMENTS FOR BUILDING A LOYAL CUSTOMER BASE

### **This two-hour workshop focuses on:**

- How does your organization measure CUSTOMER LOYALTY?
- Why is it important to know your LOYALTY FACTOR SCORE?
- What is your LOYALTY FACTOR SCORE?
- Why is it important to know your EMPLOYEE LOYALTY SCORE?
- What is your EMPLOYEE LOYALTY SCORE?

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**Date: To Be Announced**  
**Place: Off-Site or On-Site**  
**Time: 2 hrs + Registration**  
**Price: By Seminar or By Series**

**Send checks to Enterprise Power**  
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“The greater the loyalty of a group toward the group, the greater is the motivation among the members to achieve the goals of the group, and the greater the probability that the group will achieve its goals.”

- Rensis Likert -