

# How do you measure customer loyalty?



## KEY MEASUREMENTS FOR BUILDING A LOYAL CUSTOMER BASE

Wednesday March 17, 2010

### **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:** Wednesday March 17, 2010

**Place:** Gateway Conference Center

**Time:** 8:00 A.M. - 10:00 A.M. Registration 7:30 AM

**Seminar II:** \$55.00, **Seminar Series:** \$140.00

**Space is Limited. RSVP Today!**

**Send checks to Enterprise Power**

2658 Fordham Circle NW, North Canton, OH 44720

**Phone:** 330.244.9421

**Email:** [info@eppower.com](mailto:info@eppower.com)

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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 -