



1. A

partridge

in a pear tree,

How boring is

that? A rise in

Employee Motivation

would be better...Tinsel,

glittered and gift wrapped! Have

an office tree? Take your top staff's

name and hang it on a branch for instant

fame. 2. Two turtle doves are very rare, And

nowhere could we find

a pair, But we know

Customer Feedback is easy to

locate, and that taking action

should never wait 3. We did find French

hens...but then hungry we got. So we ended

up popping them in our cooking pot. **Greater**

Customer Loyalty is the recipe we made, And every

client wanted some, of those we surveyed 4. Four calling

birds, (What's with all these wings?) Don't ruffle feathers, you

will complicate things! Keep your cool and serve like a saint, Then

your company will have far **Fewer Complaints** 5. Five golden rings?

That's rather extreme. But a better share of the wallet is of what a company

dreams. Five golden rings... What

could I do? **Better Staff Moral**, Is what

we tell to you 6. Six geese a laying, We're

back to those birds! **Increase Your Bottom Line**,

Squawks of excitement will be heard. Just focus on the

customer and you can't go wrong. Perfect your customer

experience and it won't take long 7. Seven swans swimming, but

the water is so cold, **A Rise in Customer Satisfaction**, Would heat things

up we're told 8. Eight maids a milking, Silly women don't they know, Milk comes

from a store these days, haven't they tried Tesco? You can't just buy great service,

but inspiring training is sure to assist... **Customer Focussed Team Members** aren't

encourage by an iron fist! 9. Nine ladies dancing, Rotten dancing all night long! If your service is

the same then something's gone wrong. Time to fix it is all you need, then you'll **Increase Customer**

Referred Leads 10. Ten lords leaping, Achieve **Higher NPS**, Then your company will jump for joy - or so we

would guess 11. Eleven pipers piping, reduce your marketing costs! **Improved ROI** is what you'll then have got.

Remember the importance of a happy customer's feet, leading their friends to your business'elite

12. Twelve drummers

drumming, **Fantastic**

Word of Mouth,

paving the way to

great customer

experience is what

we're all about!

So a Merry Christmas to you all and a Happy

New Year. Remember guidance on all

these elements is always near! Walk in

step with us, and we'll help you on

your way, helping customer centric

businesses is our passion,

what more can we say?