

July 29, 2016

Even though school may be out for the kids for the summer, it is always the right time to invest in your education with our training.

TEGG's leadership and skills training, processes and our new, specialized [Customer Service Certification program](#), developed with Sigma Performance Solutions, are all available to help you succeed with your clients and within your organization. An indispensable tool we have available to help with systematically managing client relationships is our Customer Assurance Review and Evaluation (C.A.R.E.) program and Net Promoter Score. Please reach out to our National C.A.R.E. Representative [Heather Dunphy](#) with any questions you may have about implementing the C.A.R.E. program and optimizing client relationships with your company. Good communication is important in order to create raving fans and to retain customers.

You may have heard the often-quoted statistic that it costs five times as much to win a new customer as it does to keep an existing customer. This is just one of many reasons why it is important to work on communicating with clients during every stage of the customer lifecycle.

Communicate from your first introduction to regularly scheduled maintenance visits, after services are performed and even schedule regular check-ins just to see how the client is doing. Let clients know you value their business and are willing to do whatever it takes to not only understand their company's goals and challenges, but to also help them reach those goals by taking the burden of electrical maintenance and safety off their minds.

It is through this relationship building process that you will be able to uncover potential problems and challenges the client may be facing (or that could threaten your contract) as well as opportunities to capitalize on new business possibilities.

I want to end with a big thank you to each and every member of our network for all you do to make TEGG the best in our industry!



Scott Giacobbe
President