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## Exceeding Expectations, Part I

The **TEGG Key Strategic Essentials** were established to help every TEGG franchise grow their business. We aim to illustrate how each essential can help you do that through implementation of the TEGG system. In this month's feature, we will spotlight "Conduct C.A.R.E. Visits and Utilize Net Promoter Score" and "100% Referenceable" to help you succeed in **Exceeding Expectations**.

### Operational Excellence – Exceeding Expectations

#### *Conduct C.A.R.E. Visits and Utilize Net Promoter Score, and 100% Referenceable*

The Customer Assurance Review and Evaluation, or C.A.R.E., process is an extremely important part of the sales cycle. This step in the cycle allows your company to gauge the client experience at set intervals. It assures the client that we want to grow the relationship, listen to them and continue to meet their current and changing needs. This valuable feedback allows the client to clarify and define the value of service. It may also provide clients with an opportunity to address other issues they may face, creating opportunities to provide additional solutions.

The C.A.R.E. process is carefully structured to involve your General Manager and Principal to start immediately after the agreement is in place. It begins with a welcome letter from the General Manager or Principal, and continues with a start-up meeting during the third month of the agreement for new clients, and through the appropriate correspondence for existing clients.

This process demonstrates to your clients that your company genuinely wants to meet their needs and ensure long-term success, while helping you maintain a reoccurring revenue base.

Another integral part of the C.A.R.E. process is the Net Promoter Score. This is a web-based client loyalty and retention solution, which can ultimately help grow your business. Net Promoter Score is research-based, globally-recognized metric to determine client loyalty.

The score is based on client feedback from a simple, two-question survey asking clients about their experience. Based on their first answer, question two either asks how they were disappointed and how to fix it, how can we improve, or what they liked about their service.

The goal of the C.A.R.E. process and Net Promoter Score is to exceed your clients' expectations, which feeds into your company being 100% Referenceable. This simply means that all of your clients would provide a letter of reference. Reference letters are an extremely valuable tool, as each one shows prospects in similar markets how TEGG could benefit their business.

For a more in-depth look at the C.A.R.E. process, reference [COM 3, Title 5](#), and for more information on Net Promoter Score, contact your AVP.

I encourage you to take advantage of the C.A.R.E. process and Net Promoter Score to have a true understanding of how your clients view your business.



Mark Newsome  
President