

# ***2<sup>nd</sup> Commercial Roundtable***

***Orlando, Florida***

## ***P<sup>3</sup> Initiative***

***Sponsored by FNF Family of Companies***

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***February 2007***

# ***CUSTOMER LOYALTY AND RETENTION***

- *80/20 Rule*
- *Revenue/Margins*
- *Loyalty/Retention Correlates Directly to Growth*
- *Traditionally Relationship Driven*
- *Blocking and Tackling*

# ***CUSTOMER LOYALTY AND RETENTION***

- *If you don't take care of your customers, someone else will.*
- *Customer perception is reality.*
- *If you want to know what your customer really thinks, ask him.*

# **CUSTOMER LOYALTY**

- Chrysler Survey: 50% Reported Great Car Despite Bad Door Locks; 50% Reported Poor Car with Door Lock Standing Out as an Example.
- BusinessWeek: 60-80% of Customers Reporting Satisfied/Very Satisfied are Potential/Likely Defectors Susceptible to Next Competitor's Sales Call.
- Customer Perception is Reality. The Reality Changes Based on Point in "Product Life Cycle", Attendance at a Recent Program or Recent Transaction Experience.

# ***AMERICAN AIRLINES ADVERTISEMENT***

- *We Got Fired*
- *Handing Out Airline Tickets*
- *Visit Each Customer*
- *Thank Them / Express Appreciation*
- *Ask, Listen and Respond*

# PARADIGM SHIFT

- Economic Expansion: Our Size, Our Strength, Our Product, Our Pricing, Our Age, Our Business, Our Logo, Our Building, Our Staff, Our Revenue, Our Orders
- Economic Contraction: Customer Needs, Customer Problems, Customer Challenges, Customer Business, Customer Training, Customer Work Process, Customer Efficiency, Customer Recognition, Customer Amplification

## ***AT THE END OF THE DAY***

- *Would Your Customer Recommend You?*
- *Correlates Directly to Loyalty and Retention*
- *How do we Quantify, Measure and Manage Loyalty?*

# **BRAND LOYALTY AND RETENTION BENEFITS**

- *Bundling, Up-Sell, Cross-Sell*
- *Organic Growth / Incremental Revenue*
- *Reduced Costs of Sale*
- *Enhanced Customer Efficiency / Work Process*
- *Improved Brand Equity Across Enterprise*



# **TITLE INDUSTRY**

- *FNF National Strength, Individual Brand Specialization, Local Relationships. “Two Bites At The Apple”*
- *Traditional Client Entertainment: Meals, Golf, Theatre, Sporting Events, etc. JV’s, LLC’s, LLP’s*
- *Generally Similar Products, Services and Pricing*
- *How to Distinguish Us From Our Competitors?*

# ***MARKET LEADERS CREATE PROGRAMS TO PROVIDE BENEFITS TO STRENGTHEN BRAND***

- *Membership*
- *Status*
- *V.I.P.*
- *Key Club*
- *Red Carpet*
- *Golden Circle*
- *Concierge*
- *Honors*
- *Top 50*
- *Gold Card*
- *Preferred*
- *Priority*
- *Platinum*
- *Elite*

## ***FORTUNE 100 FIRMS EXAMINED***

- *HP, Dell, Compaq, Microsoft, IBM*
- *GM, Ford, Toyota, Nissan, Southwest Airlines, Harley Davidson, Enterprise*
- *American Express, B of A, Wells Fargo, Citigroup, Charles Schwab, Mellon Bank*
- *Verizon, Cingular, AT&T*
- *FedEx, Costco, Lexis/CSC, GE*
- *Marriott, Hyatt, Hilton, Sheraton, Four Seasons*

# **FORTUNE 100 COMMON DENOMINATORS**

- *Brand Equity; Branch Network*
- *Geographic and/or Demographic Product Delineation/Cross-Selling*
- *Centralized Call Centers for Customer Service and/or Assigned Relationship Teams*
- *Pre-Packaged Multi-Product Offerings and Affinity Programs*
- *Delivery/Performance and Pricing Benchmarks*
- *Key Customer Recognition/Service Levels and Amenities*

# **FORTUNE 100 COMMON DENOMINATORS**

- *Investment in Cradle-To-Grave Relationships and Technology*
- *24/7 Network Access (Internal and External) to “Transaction” and Account History Information for Customer Recognition*
- *Online/Telephone Resources: Free or “Warranty” Program, Often Delineated by Problem/Service Request*
- *Membership/Affiliation Benefits*
- *Customer Surveys, Gifts and Events*
- *Ability to Continue to Measure and Manage Loyalty and Retention*

# ***CUSTOMER EXPECTATIONS***

- *Senior Relationship Manager, Back-Up, Accountability*
- *Continuity, Responsiveness and Access*
- *Technical Expertise*
- *Efficiency in Process/Work Flow*
- *Pricing and Service Levels*
- *Sensitivity to Transaction/Closing Demands*
- *Problem Solving/Flexibility*
- *Strength, Stability, Brand and Reputation*

# **POSITIONING**

- *Do We Sell a Product, Service, Relationship, Local Brand or National Identity?*
- *Do We Add Value To Customers and Their Work Flow/Process?*
- *Do We Distinguish Ourselves From Our Competitors?*
- *Can We Implement a New Initiative to Leverage Internal Functions in Order to Improve Customer Loyalty and Retention?*

# ***P<sup>3</sup> INITIATIVE***

## ***PlatinumPLUS Program***

***Sponsored by FNF Family of Companies***

***Customer Loyalty and Retention Program For Top  
25 Customers***

***12 Program Elements***



# **PlatinumPLUS PROGRAM**

- 1. Pricing and Service Levels/Turn-Around Times.*
- 2. Advisory Panels/Town Halls/Access to Senior Management.*
- 3. Assigned Relationship Manager and Resource Teams Across the Enterprise.*
- 4. Customer “Visibility Campaign” For Feature in Internal and External Publications and News Releases, etc.*
- 5. Partnering Opportunities: Co-Branded and Jointly Marketed Products and Services.*
- 6. Co-Sponsored “Shared Interest” Events: Business, Educational, Community, Advocacy, Environmental, Government and Public Policy.*
- 7. Value Added “Imbedded Process Engineers”. More Than Coordinate, We Advise on Work Flow and Process.*

# **PlatinumPLUS PROGRAM**

8. *24/7 Customer Access to All Transactions For Viewing and Updating.*
9. *Branded Online “Sponsored” Portal for Document Storage, Access, Editing and Delivery on a Per-Transaction Basis.*
10. *Sponsored Portal “Hosted” by Our Customer for Their Clients, Vendors and Participants in a Transaction.*
11. *Managed “Platinum Page” Identifies Relationship Managers for each Product, Service & Brand. “Click to Contact” via Email, Telephone or Web to order Multiple Products and Closing Services.*

*Supports Multi-Product Cross-Selling While Protecting Individual Brands and Personal Relationships.*

# PlatinumPLUS PROGRAM

12. *We Ask, Listen and Respond. We Measure and Manage Change Based on Customer Input Via Use of Net Loyalty Retention Score (NLRS) concept.*

*NLRS is More Than a Survey. It Determines What the Customer Thinks. It is a “Scoring Metric”, Measuring the Correlation Between Loyalty, Colleague Recommendation and Growth.*

*Score 9-10 are “Loyal” – (Assets) Will Drive Growth  
Score 7-8 are “Satisfied” – 60-80% Potential Defectors  
Score 0-6 are “Detractors” – (Liabilities) Will Denounce*

*Loyal Minus Detractors = NLRS Score Translates to “Metric”*

*NLRS: Customer Loyalty ↔ Growth ↔ Profitability  
NLRS: Customer Needs ↔ Cycle Time ↔ Recommendation*

# **MEETING CUSTOMER EXPECTATIONS**

## **P<sup>3</sup> INITIATIVE: EXTERNAL**

- *Accesses People and Information, Adding Value to Relationship*
- *Improves Work Flow/Process/Efficiency*
- *Reduces Cost of Sale for Each Product/Service*
- *Strengthens National Brand Equity, Individual Brand Identity While Protecting Local Relationships*
- *Distinguishes Us From Competitors*
- *Ask, Listen, Respond, Measure and Manage Change*
- *Improves Loyalty and Retention*

# **MEETING CUSTOMER EXPECTATIONS**

## **P<sup>3</sup> INITIATIVE: INTERNAL**

- *Employee Assignment to Customers*
- *Employee Training and “Town Hall” Access to Senior Management*
- *Employee Participates in Customer Events*
- *Employee Contests/Recognition:*
  - *Ideas, Problem Solving, Attitude, Skill, Ability, Responsiveness.*
  - *Peer Group, Industry Awards, Featured “Of the Month”, Sponsorships, Scholarships, Financial Incentives, Certificates of Achievement, Badges*

# ***P<sup>3</sup> INITIATIVE ACTION PLAN***

- *Select P<sup>3</sup> Design/Implementation Team*
- *Nominate Top 25 P<sup>3</sup> Participants*
- *Fully Define PlatinumPLUS Program Benefits*
- *Develop Customer “Visibility” Campaign*
- *Implement NLRs Metric Concept*
- *Mobilize Employee Training and Recognition Programs*
- *Establish Portal Document Capability*
- *Create “PlatinumPLUS” Page for Top 25*