

Lisa Ford

Customer Loyalty Expert

Please contact a GDA agent for information.

Topics

- Business
- Customer Relations
- Leadership
- Virtual

About Lisa Ford

Lisa Ford has over 20 years of experience presenting to businesses, associations and government. She designs content personalized for each audience and the challenges they face. Her presentations focus on customer service, leadership, teamwork and change.

As the creator of "How to Give Exceptional Customer Service," the #1 selling training series, Lisa is best known for her work in the areas of customer service. Her other training resources include "Developing a Customer Retention Program" and "Building a Customer Driven Organization: The Manager's Role and Personal Power." She has also customized numerous training programs for clients to use in their ongoing education efforts. Her most popular book is *Exceptional Customer Service: Exceed Customer Expectations to Build Loyalty and Boost Profits*.

Lisa's experience includes working with Pfizer, Viacom, Edward Jones, CSX, Kaiser Permanente, Morton's of Chicago, Citgo, American Gas Association, American Diabetes Association, American Veterinary Medical Association, among dozens of other corporate and association clients.

Lisa was inducted into the Speakers Hall of Fame by the National Speakers Association in 2002, and is one of less than 240 speakers who have been given that honor over the last 40 years. She also serves as a Board Member of the College of Arts and Sciences at the University of Tennessee.

Select Keynotes

- **Change Works**

Everyone is aware of the pressures of this fast changing world. Some people are able to adapt a little faster and easier to this new environment. Learning the right strategies and attitudes can help the individual and organization embrace change successfully. This speech will help people understand their fears around change, why resistance exists and how to overcome it. The strategies covered are common sense ones that encourage people to take responsibility to make change work. This presentation will also discuss how to get staff to make needed changes. The goal is for the audience to understand that flexibility and adaptability are key success strategies for the future of their career and the organization.

- **Create A Customer Focused Team**

Face it—front-line customer service is a tough job. One of the biggest challenges is keeping your team inspired and motivated every day. Learn what works when it comes to inspiring exceptional service and creating loyal customers. This session will cover the environment you must create to encourage a strong, involved team, your role in modeling the right behavior and the strategies to maintain the right service attitude. Other hands-on information includes how to train a staff that's emotionally equipped to handle front-line intensity, what to discuss at team meetings to keep the momentum, and managing today's generation of team members

- **Customers as Partners: Build Loyalty and Repeat Business**

Customer retention must be a key strategy for your business. Keeping customers means increased profits. This session is about creating partnerships to get customers to love you and to continue to choose you. People will learn why retention is smart business by determining the cost of losing a customer and how to find out why customers leave or love you. Lisa will share strategies on how to build partnerships, create complaint handling systems so you can capture customer complaints, build recover skills, and how to use guarantees to add value. Other ideas include how to empower employees and align the entire organization to focus on retention. This session is packed with tools and examples of what companies are doing to keep their customers.



- **Everyday Excellence**

The best way to survive in today's fast moving and changing workplace is to be better and smarter every day. You must examine what value you add to the organization and your team. This session covers how individuals must make a difference and increase their results daily. People will learn to understand and love change, take risks and action to make things happen. Lisa shares questions to identify what value you add and create an action plan to increase your value. You will also hear how to create your own luck and success and maintain an attitude of energy and enthusiasm. Today's world is one where everyone must accept that we are all "self-employed". Lisa will give people a chance to laugh and learn while accepting the new reality.

- **Exceptional Customer Service**

Your employees and their customer service skills may be the only thing that differentiates you from the competition. This seminar is for front-line employees who do the daily demanding job of serving more sophisticated and educated customers. The skills of employees must constantly be updated to meet customer's expectations. Lisa delivers hands-on techniques that employees can use immediately. The content is combined with examples and humor so employees have a chance to laugh and learn. Audiences will learn - how to calm down an angry customer, listen to uncover customer's needs, recover from a problem the organization created and win the customer back, handle conflicting needs of customers and keep enthusiasm and an attitude of "customers first" all day. This seminar is based on Lisa's best-selling video series, "How to Give Exceptional Customer Service".

- **How to Lead a Team**

The competition may be able to copy your products or services, but they cannot copy your team. This session will give you the strategies that will set your team apart from the rest. The ideas covered are: how leaders guide success; what the best organizations do; create trust to gain respect; develop operating agreements to ensure accountability; and get the team to make their own decisions. Lisa will also cover the characteristics of a successful team member and how to reward and recognize each team member to keep the motivation high and the team on track.

- **Why Customer Service Is NOT Enough**

This is a presentation on why customer service alone will not lead to long term survival. Everyone has read the books, many businesses have pledged fidelity to its customers but few have implemented actions that match their attitude. And most efforts are faint hearted, gimmicky or off the mark. Today's organization must focus on customer satisfaction and retention with renewed energy. This speech is a combination of content, examples and motivation. The challenge is to get customers to love your products, services and people. Lisa relates statistics, strategies and stories so the audience leaves with skills and the desire to win and keep customers.

Select Book Titles

- **2009:** Exceptional Customer Service: Exceed Customer Expectations to Build Loyalty & Boost Profits
- **2001:** Customer Service Excellence: It's in the Details
- **1996:** Only the Best Series (on Success, Customer Service, Leadership)

Select Articles

- [This Terrible Management Trait Is the Top Reason Employees Leave](#)

Research, exit interviews, and our own experiences tell us over and over again that the number one reason employees leave a job is their direct manager.

- [Create a Customer Focused Culture](#)

Culture is reflected in how people behave. It is a given if you want to change your culture, you must change behaviors. Leaders set the example as they demonstrate it's about everyone's behavior. Leadership has to be focused on the strategies that will have a lasting impact on the customer-focused culture. Here are strategies that need to be on your agenda.

- [The 5 Essentials to a Customer Experience](#)

Be reliable. Do the basics well. Have an engaged team. Talk about the customer and the experience often. Step up and be the leader.

Select Testimonials

"Lisa recently presented to over 2,100 attendees at our franchisee convention. Lisa's message on how we can delight our Fans and create an experience that deepens the relationship was tailored to our audience. The preparation that Lisa put into her talk was like no other keynote speaker that I have worked with. Lisa spent time with our franchisees, vendors and customers to truly connect to our brand. Our operators walked away with a greater understanding of how they can add people to the product to create a memorable customer experience."

— *International Dairy Queen*

“Lisa was and is phenomenal! She captured the attention of a very diverse audience. All were engaged and responded to her presentation. When rounding in the hospital, all I hear is how awesome she was and how she touched people to look at their behaviors on service. She has a great sense of humor and her stories are wonderful and entertaining. We found her very responsive to the language and key messages we were trying to create in the forum, as take home messages for our staff and MDs. I find Lisa exceptional to work with and have already recommended her to my peers in the organization. I am a true fan of Lisa Ford.”

– *Kaiser Permanente*

“We have gotten tremendous feedback from your presentation. It was exactly what we needed. I think our attendees left the meeting with renewed enthusiasm for delivering on the customer experience with the pride and passion we need them to. No doubt, your words served to really inspire them--as they did me. And I can't thank you enough for signing all 600 books!”

– *Verizon Wireless*