

Keeping Members for Life

Simple Steps to Retaining Members

Jay Toups
RMR, Inc.

Key Components

- Extraordinary First Impressions
- Creating an Environment of “WOW” Service
- Set Minimum Acceptable Standards
- Second Impressions Make a Difference
- Have Fun With Your Members

Extraordinary First Impressions

- **The Imperative –**
 - We no longer have the option.
 - Our members' behaviors are changing.
 - Regulations have become oppressive.
- **The Standard–**
 - Have non-negotiable standards of behavior.
 - Face to Face
 - Phone
 - Email/Internet

Tips



- Drive-up Barbeque Fridays
- Movie tickets and a hand written thank you note
- Have a popcorn machine in the bank lobby one day a week.
- Have fresh baked cookies on Fridays.
- Deliver a personal gift at Christmas for your very best members.
- Random service check calls
- “Play Land” corner in the lobby
- Remember three business cards. They are free.

Creating an Environment of “WOW” Service

- **Service Complaints:**
 - “I cannot find anyone who can solve my problem!”
 - “Nobody cares anymore.”
 - “I cannot take getting bounced from one person to another.”
 - “I just want somebody who can answer my questions.”
 - “It always feels like I am in the way and I am the member!”
 - So what is the problem? Most of us have lost “The Spirit of Service.”

Redefine Service

- The “Spirit of Service”
 - The “Spirit of Service” is the way we should deal with our members everyday. It allows us to take the view that the member is always right. We will work hard to do whatever it takes to keep our members happy. It is that part of us that says we will always be kind to our members even when they are not kind to us.

WOW Appeal Process

- Make Everyday Fun!
- Start Everyday with a Goal.
- Pick Five
- Track WOW's
- Work the Floor
- Work the Door

Define Service Standards

- Answer the phone with courtesy and acknowledgement.
- Respect and Honor - Always treat your clients with respect and honor.
- Problem Resolution - Own The Problem
- PLUS ONE!
- Avoid Voice Mail Jail

Second Impressions Make a Difference

- Be Proactive
 - Have an ongoing out reach program.
 - Find reasons to invite your members.
 - Set a standard to be “First Always”.
- 2 – 30 – 120 calls
- Teach and use the “Power Questions”.
- WOW Walls
- Involve your members in the process.

Have Fun With Your Members

- Set the tone daily.
- Have themed fun.
- Involve members in contests.
- Create an environment that draws your members to you.



Thank You

Jay Toups
Retail Management Resources, Inc.
(337) 303-2220