RICK CONLOW INTERNATIONAL

RCI CX LOYALTY PROGRESS CHART

SERVICE PHASE	Inattentive LEVEL 1	Awareness LEVEL 2	Engagement LEVEL 3	Growth LEVEL 4	Commitment LEVEL 5
Management Attitude	Lacks understanding and blames others	Recognizes need but lacks use of resources	Believes in the value; uses resources	Full participation in continuous improvement focus	Service quality is as important as financials
Customer Feedback	Little or no customer feedback	Talks about importance	A variety of approaches tried	Regular feedback, rating and reporting	Customer partnerships formed for improvement
Planning Process	Reactive and punitive process	Management groups are organized to discuss issues	Plans are reactive but organized; more people involved	Plans are proactive and specific	Prevention is the key
Leadership Coaching	Little or no effort to coach	Coaching is done only for poor performers	Coaching is done by some leaders but not all	Coaching is completed to meet specific guidelines and timelines	Coaching is part of the culture
Action Implementation	Resistance to change	Some attempts to change	Progress made; problems are handled	Continuing progress and change	Improvement and service; leadership is the norm
Organization Involvement	Authoritative and top-down orders	Motivational approach to do better	Teams are set up; short-term focus	All departments and employees are involved	Employee initiative, pride, and ownership
Training	Training is scheduled for new people but not always done	Training is primarily technical in nature	Many programs available and some service training in place but compliance is inconsistent	Training is available for everyone in multiple areas; quality and service training required and completed	Training is part of the culture; managers are the key drivers
Renew	Lacks employee engagement and recognition	Some employee involvement and recognition	Effort is made but there are inconsisten-cies and not all employees are involved	Effort is made to improve and incorporate more and more employees	Engagement and recognition are a way of life
Improvement Results	Over 25% dissatisfaction eNPS: 10 or lower NPS: 10 or lower CSI: 70 or Below	15–25% dissatisfaction eNPS: 11-30 NPS: 11-30 CSI: 71-79	10–15% dissatisfaction eNP: 31-40 NPS: 31-40 CSI: 80-84	5–10% dissatisfaction eNPS 41-59 NPS 41-59 CSI: 85-89	Less than 3% dissatisfaction eNPS: 60+ NPS: 60+, CSI: 90+

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Note: Adapted from the book, Quality is Free, Phil Crosby.

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