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## Is There Artistry in Your Company?

What does artistry have to do with business? **Artistry applied to business is about developing the emotional connection with customers that result in customer loyalty.**

Do you recognize the name Susan Boyle? Ten days ago the 48 year old aspiring professional singer performed “I Dreamed a Dream” on the season premiere of Britain’s Got Talent. By the song’s first few bars as Boyle’s earthy, evocative voice took command and soared over the auditorium, the audience could be heard letting out a collective gasp, then starting to cheer raucously.

The artistry of her remarkable voice captured an emotional connection with a standing ovation studio audience. The broadcast and Internet response has been no less touching. Patti LuPone, who popularized the song on Broadway, told CBS’ “Early Show” that she started to cry when she saw the broadcast replay, according to an LA Times story.

Before her performance the unknown unemployed Scottish lady could be heard singing in church choirs and on a charity CD made in 1999 of which only 1,000 copies were made. Since the broadcast, Miss Boyle has become an Internet and media sensation. Her stunning performance of the heartbreaking ballad about unfulfilled dreams from the hit musical “Les Miserables” has seemingly tugged at the hearts of millions. One of the seven minute clips on You Tube was viewed more than 25 million times in less than a week.

Artistry defined as a superior skill learned by study, practice and observation isn’t confined to a singer’s interpretation of a beautiful melody. It isn’t confined to the fluid grace of a ballet dancer, the touch of a painter’s brush on canvas, or an author’s ability to capture in words what brings tears to our eyes. Artistry is equally applied to a person’s skill in communicating and developing relationships with others. **Artistry can set a company apart from the competition.**

During the past decade the concept of striving for customer satisfaction has been replaced by a higher standard of developing customer loyalty. Satisfaction is about your company meeting a specific need. Increasingly longer customer satisfaction surveys dealt with analyzing value and focused on the rational mind. Then, we wondered why satisfied customers didn’t make additional purchases.

Loyalty is about an emotional connection between you and your customers. It is first about a company’s loyalty attitude then learning the customer service skill. Loyal customers repay company loyalty by making additional purchases, they tell friends and family about their experience. Loyal customers are proactive promoters.

Satisfaction is what people say; loyalty is what they do. Where in your business can artistry help you make the emotional loyalty connection? Take a look at your customer contact points. How do you brand your company? the foundation of a successful customer relationship-building strategy: start by making sure your customers feel recognized and appreciated while they’re with you, and end by making them feel special—and still connected—long after they’ve left. And most important, as Rosenbaum puts it, “Treat every customer like they’re one of your top 25.” Getting customers to buy into your brand is always going to be a challenge, but how do you make sure they return. There is no black art to creating an environment that encourages customers to return: keeping promises, listening to customers and knowing your market, but

not doing it could seriously damage your reputation and cost you business. Fostering loyalty is about seeing things from the customer's perspective, monitoring their experience and improving on areas of weakness. Get this right, and the rest is sure to follow. How does your brand benefit you customers after the purchase?

When you conduct business with CSW we want to wow you. Our goal is for you to think back and believe you received the best service and solution to your need at a fair price. We want you to believe your company is better off for having done business with us. Then we want you to tell your colleagues. Isn't that what you want for your business?

So, what's next for Susan Boyle? She is the frontrunner to win Britain's Got Talent. Yes, a record deal is in the works. I'm certain when Miss Boyle's first album is released her millions of fans will make her an "instant" recording success. I've listened to both YouTube replays about a dozen times over the past few days and I look forward to purchasing what I hope is the first of many recordings. She made an emotional connection with me and I already consider myself a loyal fan.

Links to Susan Boyle performances:

I Dreamed a Dream

Cry Me a River

<http://www.youtube.com/watch?v=9lp0IWv8QZY>

I Dreamed a Dream

<http://www.youtube.com/watch?v=jl2DxkrpggQ>

Cry Me a River

Separate your business from those using the recession as a reason to fail. Across the country companies in all sectors are surviving and growing. Focus on what works in your business and ride out those tactics as best you can. No, it won't be easy. The reward is when the economy improves and your business is left standing in a field of fewer competitors.

Is your company showing growth right now? Have you implemented changes that are working? CSW wants to hear from you. Drop us an email at [sfmcadden@cswcorp.com](mailto:sfmcadden@cswcorp.com) and share your success.