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Contact:

Norma Huibregtse, Owner
CaptivatedCustomers.com
Norma@CaptivatedCustomers.com
(480) 694-6940

The Loyalty Lady Shows You How To Develop a Customer Experience That Sells

PHOENIX, Arizona (August 9, 2010) – Your customer experience is the new marketing in today's economy. With Norma Huibregtse's customer experience strategies, you'll gain customers, receive more sales from existing customers and increase profits.

Norma Huibregtse is a Customer Experience Strategist, known as the Loyalty Lady for getting results. She's developed a customer experience program that can easily show you how to keep customers coming back to you instead of your competition. The program she developed is called *Turn Your Customer Experience Into Cash with the Customer S.M.A.R.T.S. System™*. The Program shows you how to create an extraordinary customer experience designed to bring customers to you. Huibregtse walks you through the process from start to finish, utilizing a variety of examples that demonstrates exactly why her system works.

Using a multi-faceted approach, she helps you create a customer experience plan that will engage customers and shares how to implement it. Word will spread when you create a customer-based culture within your business. Word-of-mouth advertising is one of the most effective means of advertising available, and it's free.

The Program demonstrates the importance of social media to keep customers advised of sales and promotions, industry updates and the latest products. It helps you connect with customers on a level outside your business and makes them feel valued.

“Turning your employees into customer service ambassadors is critical,” says Norma Huibregtse. She teaches not to hire out of expediency. Search for the cheerleaders of customer service. Don't tell employees they're part of the team, show them. You'll build customer loyalty and engender employee loyalty too.

You can access Huibregtse's extensive knowledge of the customer experience strategies by hiring her as your personal consultant or take her seven-week teleclass series. You can also purchase her complete customer experience program on CD which includes free business reports, unlimited email access for the first 30 days and a one-hour phone consultation. Huibregtse also offers a 60-day, 100 percent money back guarantee. Order and save \$50 using coupon code PRL50 through September 1, 2010. To learn more about Captivated Customers and the *Customer S.M.A.R.T.S. System™*, visit <http://TurnServiceIntoCash.com>.

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