

Building Higher Trust 10 Trust and Customer Retention

by Bob Whipple, MBA, CPTD



It is especially important for employees who interface with customers to work in a culture of high trust. If the esprit de corps within your group is high, it will attract customers to return to your business.

If your employees are bickering among themselves and with their managers, it will have a chilling impact on your revenue because customers will turn elsewhere.

Spotting the Level of trust

It takes only a few seconds for most people to identify the level of friendship and bonding between employees. It is in the body language between people. They do not even need to say anything for the level of trust to be evident.

For example, when the supervisor walks by, two employees might roll their eyes ever so quickly to signal their displeasure. The gesture would not be noticed by the supervisor but might be evident to customers who are observing.

A snarl of the lips when one person is talking at another person is a sign of displeasure and low esteem. It casts a negative shadow on the business.

Avoid Phony Graciousness

People can also spot a phony display of cordiality, because there will be a tinge of sarcasm that shows through. The affection that people feel for each other needs to be genuine or the effect will be negative.

Generate a true Culture of Trust

Work to create a real environment where people support each other and display a fondness for working together. If people are playing games with each other to try to impress customers, it will be evident, and your company will suffer for it.

Bonus Video

Here is a [brief video about Trust and Customer Retention](#)

Bob Whipple, MBA, CPTD, is a consultant, trainer, speaker, and author in the areas of leadership and trust. He is the author of four books: 1. The Trust Factor: Advanced Leadership for Professionals (2003), 2. Understanding E-Body Language: Building Trust Online (2006), 3. Leading with Trust is Like Sailing Downwind (2009), and 4. Trust in Transition: Navigating Organizational Change (2014). In addition, he has authored over 1000 articles and videos on various topics in leadership and trust. Bob has many years as a senior executive with a Fortune 500 Company and with non-profit organizations