

**Activity 58-A**  
**Identifying Why Customers Love You or Leave You,**  
**Via Your “Customer Service Rating (CSI)”:**  
It Drives Your Selling Focus and All Efforts!

Last Customer Departure: \_\_\_\_\_

Why Did They Leave: \_\_\_\_\_

\_\_\_\_\_

What Could Have Been Done: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Activity 58-B**  
**Identifying Why Customers Love You or Leave You,**  
**Via Your “Customer Service Rating (CSI)”:**  
It Drives Your Selling Focus and All Efforts!

Now, pair off with a colleague, draw an CSI chart on a flip chart, white board, cork board and have each team throw their tape ball at the chart from a distance. Where their tape ball lands are the quadrant that the team has to prepare a selling presentation for to overcome any negatives or reinforce the positives to keep a customer.