

Customer Service Excellence - Customer Retention

Course Introduction

This course builds on the principles delivered in the 'Customer Service Excellence – The Fundamentals' course and focuses on the need to manage and retain customers in an ever evolving world of competition and technology changes.

The course identifies why we need to empathise and fully understand the modern day customer and also understand the underlying causes why customers leave for a competitor.

There are opportunities to learn techniques in how to better manage customers and utilise skills to enhance customer satisfaction which ultimately results in improved customer retention.

The course is one of a number of 'mix and match' one-day training events which can be attended separately or in the grouping of your choice.



Course Objectives

After attending the training, participants will be able to:

- Understand the basic requirements of retaining customers
- Recognise key customer groups and their discrete needs
- Understand customer satisfaction measurement and its importance to your business
- Demonstrate the key skills and techniques required to interact and delight customers
- Identify and prioritise resources to effectively manage all customer groups

Who should attend?

Sales and Customer Service professionals, supervisors and first level managers involved (or soon to be involved) in customer facing roles.

The material in the Course Design is of a mostly generic nature, however the Course can be easily customised and focus on different industry sectors.

Course Duration

1 day. Which consists of an interesting mix of Slide Presentations, Interactive Sessions, Quizzes, Embedded Multi-Media Sessions and Case Scenarios

Course Outline

An insight into the key behaviours, activities and techniques required to retain customers in an ever more competitive world.

- What is 'Customer Retention' and why do we need it?
- Customer Retention model
- Customer segments and focus
- Why customers leave
- Customer satisfaction, customer experience, customer loyalty
- Customer loyalty ladder
- The WOW factor
- MY customer
- Sloppy service can become 'viral'
- Case scenarios: How NOT to do it
- Managing and prioritizing your time
- Product and service knowledge
- Service Level Agreements (SLA's)
- Measuring customer satisfaction
- Every customer contact is an opportunity
- Competition
- Customer Retention and the Internet
- The informed customer
- Changing customer expectations
- Case Scenario: Brilliant customer service
- Practical Workshops
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Complete list of 'mix and match' one-day Customer Service events

- Customer Retention
- Problem Customers
- Changing world of Customer communications excellence
- Proactive Customer Differentiation
- Developing YOUR world class Customer Service Teams

