BLACKBIRD FOR TRAINING

Customer Management Strategies (Awareness, Acquisition & Retention

7 – 11 December 2026
Birmingham (UK)



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Introduction

In today's competitive marketplace, good customer service is often the differentiator between success and failure. While products may be similar, and can often be easily replicated, excellent customer service is a holistic, organization-wide effort that cannot be easily imitated. A customer-centric organization, where service excellence permeates the entire culture, is a formidable competitor. This course will guide you through the essential steps in customer management—from awareness, acquisition, to retention—and provide you with the skills necessary to build and sustain a customer-centric organization.

You will learn strategies to not only attract and retain customers but also to manage the customer lifecycle effectively. By focusing on customer service management strategies, you will ensure long-term customer satisfaction and loyalty, while turning service into a competitive advantage.

Course Objectives

- Develop a holistic customer care approach by integrating key aspects of customer service management strategy.
- Create objectives and programs aimed at maximizing internal customer satisfaction, which directly influences external service outcomes.
- Evaluate and implement customer satisfaction surveys to gain actionable insights.
- Use customer complaints to identify service improvement opportunities and foster a culture of continuous enhancement.
- Establish clear Service Level Agreements SLAs to ensure clarity and measurable standards for service delivery.
- Assess organizational performance in customer service using carefully selected Key Performance Indicators KPIs to track and optimize service delivery.



Course Outlines

Day 1: Defining and Appreciating the Customer

- Customer Definition: Understanding the various dimensions of a customer.
- Customer Service: The evolving role of customer service in modern business.
- The distinction between internal and external customers, and why internal customer service is as important as external.
- The importance of motivated and qualified employees in delivering excellent customer service.
- Overcoming the silo mentality and fostering cross-functional collaboration to improve service delivery.

Day 2: Customer Service as a Strategic Imperative

- Transforming customers from “suspects” to partners using a customer relationship management strategy.
- Exploring the KANO model to identify customer needs at three levels:
    - Basic attributes
    - Performance attributes
    - Delight attributes
- Building a customer-centric organization and integrating customer service as a core strategic imperative.
- Understanding and implementing the 7 practices of a customer-centric organization to enhance the overall service delivery.

Day 3: Customer Satisfaction Surveys and Other Vital Tools

- Key principles of customer segmentation and effective communication with different customer segments.
- The role of focus groups and customer satisfaction surveys in gauging customer experience.
- Key survey methods, examples of questionnaires, and best practices for designing effective customer surveys.
- Understanding customer satisfaction index and applying the 'RATER' model to assess service quality.
- Identifying service quality gaps using the Servqual model.

Day 4: Customer Complaints and Service Recovery

- Turning customer complaints into opportunities for service improvement and learning.
- Distinguishing between symptoms and root causes of service failures.
- Understanding the recovery paradox and how effective service recovery can enhance customer loyalty.
- Tactical and strategic activities for service recovery and building the WOW! factor to impress customers.



Day 5: Service Level Agreements SLAs

- Key characteristics of effective SLAs and how they align customer expectations with service delivery.
- The elements of an SLA, and steps to create clear and actionable agreements.
- Balancing quality versus cost in SLA development.
- KPIs for customer service: Establishing measurable indicators to monitor customer satisfaction and service quality.
- Using the balanced scorecard approach to assess the customer service performance from four key perspectives.

Why Attend this Course: Wins & Losses!

This Customer Management Awareness, Acquisition & Retention course will give you the knowledge and tools to turn your customer service into a strategic advantage. By integrating the principles of customer lifecycle management, you'll learn how to:

- Create a customer retention strategy that builds lasting relationships and fosters loyalty.
- Implement effective customer acquisition techniques and transform first-time buyers into long-term partners.
- Use customer satisfaction surveys to continuously refine and improve your service offerings.
- Develop and manage customer loyalty programs, recognizing the benefits of customer loyalty programs both for the organization and for customers.
- Build a robust customer engagement strategy to ensure consistent communication and personalized experiences.

By attending, you'll learn how to transform customer service from a reactive function to a proactive, value-adding cornerstone of your organization's strategy. The knowledge gained will help you improve customer retention, enhance engagement, and drive business growth.

Conclusion

The Customer Management Awareness, Acquisition & Retention course is a must for anyone looking to build a customer-centric organization that outperforms the competition. You will gain practical insights into customer lifecycle management, from awareness to acquisition to retention, as well as strategies to enhance customer satisfaction through effective customer service management.

Don't miss out on this opportunity to learn how to create and implement effective customer retention strategies and customer engagement strategies that will build long-term customer loyalty. Enroll today to become a part of a future-focused team that turns great customer service into an unbeatable competitive advantage!

