

Customer Management Strategies (Awareness,
Acquisition & Retention

Malaga (Spain)

14 - 18 July 2025

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Customer Management Strategies (Awareness, Acquisition & Retention)

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Introduction

Good customer service can be considered as a big differentiator between firms. While competing products are often similar and can anyway be easily duplicated, good customer service is a holistic system, requiring a sustained organization-wide effort, driven by the top and permeating all aspects of the organisation's culture. The resulting customer-centric organization becomes a formidable competitor whose model cannot be easily copied. In this course, we look at what it takes to build a customer-centric organization.

Course Objectives of Customer Management Awareness, Acquisition & Retention

- Develop a holistic customer care approach by taking into consideration seven different aspects of the definition of customer service
- Create objectives and programs to maximize internal customer satisfaction
- Evaluate the design, implementation, and analysis of customer satisfaction surveys
- Use customer complaints as the springboard for service improvement
- Write Service Level Agreements SLAs to ensure clarity and conformance
- Assess the service aspect of the organization or department through well-chosen Key Performance Indicators KPIs

Customer Management Awareness, Acquisition & Retention Course Outlines

Day 1

Defining and appreciating the customer

- Definition of customer
- Definition of customer service
- The internal and external customer

Importance of the internal customer

- The need for motivated employees
- The need for qualified employees
- Silo mentality
- Destroying the silos

Day 2

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Customer service as a strategic imperative

- From 'suspect' to 'partner'
- Going up the ladder
- The 'KANO' model
 - 'Basic' attributes
 - 'Performance' attributes
 - 'Delight' attributes
- The customer-centric organization
- Customer service as a strategic imperative
- The 7 practices of a customer-centric organization

Day 3

Customer satisfaction surveys and other vital tools

- Understanding your customers
- Principles of customer segmentation
- Focus groups
- Customer satisfaction surveys
 - Key terms
 - Major survey methods
 - Questionnaire examples
 - Customer survey guidelines
 - Types of satisfaction surveys
 - Basics of sampling
 - Attributes to measure
 - Customer satisfaction index
- 'RATER' in-depth
- Service quality servqual gaps model

Day 4

Customer complaints and service recovery

- Facts and their implications
- Symptom versus cause
- Root cause analysis
- Failures do happen
- The recovery paradox
- The strategic initiative
- Tactical activities
- The 'WOW!' factor

Day 5

Service Level Agreements SLAs

- Characteristics of effective SLAs
- Key elements of an SLA

- Steps in SLA development
- Quality versus cost
- SLA metrics

KPIs for customer service

- Monitoring performance through key performance indicators
- The 4 perspectives of the balanced scorecard
- Impact of the customer perspective
- Characteristics of good KPIs
- Building customer service KPIs

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