

Customer Management Strategies (Awareness,
Acquisition & Retention

Casablanca (Morocco)

9 - 13 September 2024

UK Training

PARTNER



Customer Management Strategies (Awareness, Acquisition & Retention)

Code: CC28 From: 9 - 13 September 2024 City: Casablanca (Morocco) Fees: 3700 Pound

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.

UK Training
PARTNER

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

UK Training

PARTNER



- 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

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

UK Training
PARTNER

Blackbird Training Cities

Europe

izmir



Podgorica (Montenegro)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

- Professional Skills
- Finance, Accounting, Budgeting
- Media & Public Relations
- Project Management
- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Refinement

Technical Courses

- Hospital Management
- Public Sector
- Special Workshops
- Oil & Gas Engineering
- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
- Aviation
- C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

