

Customer Management Strategies (Awareness,  
Acquisition & Retention

*Berlin (Germany)*

*7 - 11 October 2024*

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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 queen, a rook, and a pawn) on it. The pieces are gold and silver. The board is white and black squares. In the background, there are concentric circles radiating from the center.

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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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