BLACKBIRD FOR TRAINING

Customer Management Strategies (Awareness, Acquisition & Retention

Munich (Germany)

10 - 14 February 2025

Customer Management Strategies (Awareness, Acquisition & Retention

Code: CC28 From: 10 - 14 February 2025 City: Munich (Germany) Fees: 4400 Pound

Introduction

Good customer service can be considered 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

Customer service as a strategic imperative

- From suspect to partner.
- Going up the ladder.

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- 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.

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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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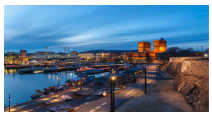
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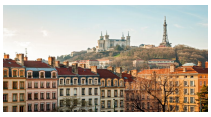
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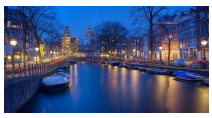
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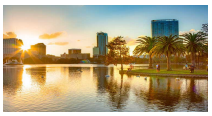
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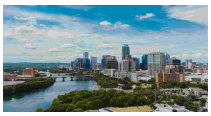
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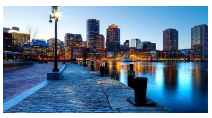
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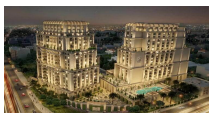
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