

Customer Management Strategies (Awareness,
Acquisition & Retention

Edinburgh (UK)

16 - 20 June 2025

UK Training

PARTNER



Customer Management Strategies (Awareness, Acquisition & Retention)

Code: CC28 From: 16 - 20 June 2025 City: Edinburgh (UK) Fees: 4700 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.

UK Training

PARTNER



- 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.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, 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

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.

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



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 Elevation

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

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

