

Maximising Customer Relationships

Duration: Two-three days

Businesses that succeed are those that invest in people and processes to provide a consistently high level of customer care. Looking after customers well results in life-time loyalty and customers who become advocates for your business. Businesses that pay insufficient attention to the customer experience run the risk of damaging their reputation. This course outlines the common pitfalls occurring in customer care and how to manage customer relationships for extraordinary customer satisfaction.



image CC USACE Europe District

Why Attend?

- To increase self confidence in handling customer interactions
- To understand what actions add to and detract from customer satisfaction
- To identify opportunities for extraordinary service.

Who Should Attend?

- Individuals with responsibility for customer service
- Anybody who interacts with customers
- Anybody who wants to become more confident in handling customer interactions.

Topics Covered

- The service formula
- Understanding personal and practical needs
- Different customer types
- Mapping the customer journey
- Moments of truth
- Adding value and developing loyalty
- Effective complaint handling
- Telephone skills
- “Real plays” practice

By the End of the Course Delegates will

- know how to create and maintain a favourable impression
- know how to build effective customer relationships
- know how to handle complaints in a manner that satisfies