

Title: Taking Care of Business – Customer Care Workshop

If you don't take care of your customers, someone else will –how to put the 'feeling' factor back into customer care

Duration: Half- day (3.5 hours)

Target Audience: Managers, supervisors, and frontline sales and service representatives

Summary:

This is a fast-paced workshop that helps everyone in the organization recognize their individual contribution to the sales process by developing quality customer relationships. What will differentiate your company from your competitors? Good quality customer care is the competitive advantage in today's market. This approach brings 'service' to a whole new level with genuine care for the customers who keep you in business. This workshop will strengthen your customer relationships and engender greater loyalty.

Learning Objectives

- Discover how to clearly define who your customers really are
- Create a better understanding of the lifetime value of a customer
- Improve personal and group performance and bottom line through improved customer focus
- Increase the personal effectiveness of each individual in dealing with customers
- Fully appreciate the value of CRM
- Create intrinsic motivation in the workforce for creative contribution to establishing improved CRM
- Raise morale of workplace and heighten enthusiasm for Customer Care with a synergistic approach
- Develop stronger relationships with existing customers to increase the loyalty factor of all customers
- Increase the level of awareness and improve time-management in processing customer requirements
- Improve the attitude of all company members towards customer care
- How to reduce the amount of customer complaints
- How to raise the level of commitment to quality in providing genuine customer care
- Improve all levels of communication within the organization in dealing with customers
- Develop a comprehensive Customer Care Policy
- Using the 'F' word – knowing how customers 'feel'
- How to set goals for each individual to reach Level 5 Leadership status in customer care
- Encourage the transition from Good to GREAT Customer Care!

