

alfran uk Limited

developing international markets

DELIVERING GREAT CUSTOMER SERVICE

One or two day interactive workshop on 'Delivering Great Customer Service' with individual and group exercises to help you to learn the importance and practical issues surrounding the delivery of great service.

The delegate pack will include course notes, case studies and exercises.

Who should attend?

- People with "customer facing" role – internal staff
- People with "customer facing" role – external staff
- People influencing customer service
- Internal sales and customer service teams.

Objectives

- To learn the most important customer service issues.
- Factors influencing loyalty
- Benefits to companies and customers
- Customer retention strategies.

The role of the team	<ul style="list-style-type: none"> • Roles and responsibilities • The % of the job that is customer facing • Review
Where do we want to be?	<ul style="list-style-type: none"> • Key performance indicators for businesses
What does the press say?	<ul style="list-style-type: none"> • Examining the changing role of consumers and companies towards great and indifferent service
How are we going to achieve this?	<ul style="list-style-type: none"> • Key components for great service
Where do we want to be?	<ul style="list-style-type: none"> • Review and brainstorm
Being customer focused	<ul style="list-style-type: none"> • Delighting your customer • Exercise – What do you expect from a hotel?
Service quality	<ul style="list-style-type: none"> • Marketing mix – 7 P's • Importance of Service • Quiz – What is customer service?
Factors influencing loyalty	<ul style="list-style-type: none"> • Results of customer surveys • What makes us satisfied/dissatisfied?
Organising internally to serve external customers	<ul style="list-style-type: none"> • Matching customer expectations • Case study
Managing customer relationships	<ul style="list-style-type: none"> • Benefits to companies • Benefits to customers. • Customer retention strategies • Relationship marketing ladder
Key objectives	<ul style="list-style-type: none"> • Key objectives for companies • Key objectives for customers • Hierarchy of benefits
Maximising sales and profitability	<ul style="list-style-type: none"> • Identifying the main issues • Key account management • Mission statements
Final actions	<ul style="list-style-type: none"> • Summing up in a few words
Summary	<ul style="list-style-type: none"> • Review of the key points