



CUSTOMER RETENTION SIGNATURE PROGRAM

SUPPORT

Welcome to A JOURNEY TO **CUSTOMER RETENTION!**

quality

feedback
↑

customer

In the business world,

The customer is central to everything that happens around the business and its very imperative that the business as such is built around the customers and inclusively so.

Needless to say, not building for the customer might not be viable in the long term.

As the founder of Ingenium Concepts Limited and a Serial Business entrepreneur, I have seen businesses struggle to stay relevant and command a decent market share while their competitors are flourishing in the same industry and market they operate.

The reason is simple, who is at the core of your business transactions?

Stakeholders or Customers.

It is with this pain and struggle experienced by both existing businesses and start-ups, that our founder, decided to develop LMS as a service in Ingenium concepts Limited for entrepreneurs who are eager to set-out right and those willing to take their business by the horn and become a customer-centric brand. The LMS is built around a business framework she has used for over a decade in developing businesses here in Africa and recently in Europe.

This Proven Business Framework is rooted, developed and structured around the customer and it's meant for every aspiring business that wants to be successful to have at its core, The Customer. It is a framework designed to help businesses attract and retain customers. Hence, the training program is called the Customer Retention Signature Program (CRSP). A signature program developed on a 3DE framework to help position your business to identify its ideal customer, consistently be in front of them while keeping them well enough that they become advocates of your business.

Customer retention is significantly more than buying and selling rightly to customers but a deep process that comes from a defined value system, business structures and ruthless execution of strategies.

All of this and more are what has been packed into the 12 weeks virtual program.

We invite you to join the next cohort of the Customer Retention Signature Program. As we always say there is more on the inside. We at Ingenium Concepts Ltd inspire excellence always.

Program Features

The Customer Retention Signature Program is designed with so much intentionality to ensure the practicality of the process, as such:

LESSONS:

With our well-curated lessons, you will be able to see through the regular or surface of customer retention to the deeper root cause. We have covered some of the most unpopular conversations that drive strategy development and implementation in businesses.

TASK-SHEET:

Every lesson ends with a task sheet that is designed to guide you and aid the development of your unique individual business ideas and aid their implementation directly in your business.

STRATEGY-SESSION:

While learning, you will be able to join a weekly strategy call throughout the program to discuss the tasks, your implementation processes and any other business needs that align with the program. This is core to the business structure building process.



CUSTOMER RETENTION STRATEGY & STRUCTURE(CRSS):

At the end of the program, all your task sheets will be put together in one piece and shared with you as your strategy document for future reference.

CERTIFICATION:

This will be awarded at the successful completion of the program and all task fully executed to a minimum standard.

BONUSES:

Finally, after the first 8 weeks, you will enjoy 4 weeks of progress monitoring with the best strategy team committed to ensuring that you are making tangible progress with your implementations



Program Benefits

■ Discover your purpose and solution to customers:

You will have clarity on what we are as a people, the solution we have for gaps out there and the impact we intend to create.

■ Design your ideal customers:

You will be able to design and have a customer look-alike or replica. The ideal customer who has the gap we are in business to address. You can't be a solution for everyone. You would design who your ideal customer avatar is.

■ Design the product best fit for your ideal customers:

You will be able to design a product/service that is best fit for that customer by way of solution-specific.



■ Build a structure and culture that supports business growth:

The vehicle for this transformation will be built, this is what conveys to your ideal customer a customer-centric brand message and create revenue for real business growth.

■ Launch/re-launch your business properly:

Make your solution visible to your ideal customers, and take the solution to them. This is making your service present at every corner they turn. Be reachable, visible and available.

■ Building integral relationships with customers and retaining them:

It is business suicide to acquire customers and not have a plan to retain them. It is not enough to provide the best-fit product/service but to keep having your customers around for continuous relevant transformation until they are completely proud to identify with your brand and refer prospects to your shamelessly.

***'Be reachable ,
visible and
available'***



The Program Details



The Customer Retention Signature Program (CRSP) is a 12 weeks program with 8 weeks dedicated to online self-paced learning and 4 weeks of direct progress monitoring where we ensure the direct impact of your learning experience on your business.

The learning phase is divided into 4 stages (3DE):

■ **Discover Stage:**

This is focused on helping you as an entrepreneur understand your individuality, personality, and values and how it aligns with your business and eventually retain the right customers

■ **Design Stages:**

Here you start to design or redesign (if you have started your business) frameworks for offering the best services to your customer

***'Discover
and Design'***



■ Develop Stage:

In this stage, you learn and implement tasks that helps you build structures around your business operations and customer service.

■ Execute Stage:

Finally, it is anticipated that you have learnt so much at this time and would need to execute. The lessons in this module will also guide on the best ways to measure the metrics that matter.

The four stages above have a total of 6 modules and 12 lessons broken down into short videos.



Video Modules



Module 1

The Path to my business journey(2 lessons)



Module 2

Defining the business of my customer
(2 Lessons)



Module 3

Defining and designing the path for growth
(3 Lessons)



Module 4

Partnerships that work towards growth
(2 Lessons)



Module 5

The orchestration to success (2 Lessons)



Module 6

Appealing to the customer's emotion
(1 Lesson)

Who should attend?



Are you an entrepreneur, business development or marketing and sales executive,

An existing business owner or a start-up, core professional?

Are you very concerned and disturbed about the general growth of your organisation, the increase in the cost of sales, low revenue generation, staff turnover, and reducing market share, irrespective of the increase in marketing and client acquisition expenses?

Do you want to be successful, fulfilled and satisfied?

If these describe you in any way, then the Customer Retention Signature Program is for you!



Meet Your Trainer

Jennifer Orose

Jennifer Orose is a trained and experienced business development manager, a member of the Chartered Management Institute, United Kingdom (CMI), and a Chartered Manager, Nigeria Institute of Management (NIM). She is also a Customer Service Professional, Expert and Coach, certified by the National Customer Service Association (NCSA, USA). She has led and managed businesses and multi-dimensional teams across various capacities in treasury and security sales, funds management, business growth, client relationship management, strategy development and implementation. She is passionate about driving business growth, transformation and creating wealth for both the customer and the organization.

She holds a Master's degree in Business Administration (Finance) from Coventry University. She also holds a bachelor's degree in Mathematics and Computer Science (Industrial Mathematics) from Delta State University. She is a trained portfolio manager from the International Faculty of Finance (IFF, UK) and an alumnus of Coventry University.

Her wealth of experience cuts across several industries in Nigeria and the United Kingdom. To mention but a few, the Nigeria Capital Market (Fixed Income Market, Money Market and Equities Market), Facility Management Services and SAAS/Fintech (UK).

She is a Customer Service Expert and Coach focused on driving the narrative around the customer experience in Africa and Sub-sahara region. She founded an entrepreneurial training program, CRSP, centred on equipping entrepreneurs on how to create customer-centric businesses. She is a coach with expertise in training, consulting and consistently adding value to businesses.



Contact Details

✉ Email: info@growwithingenium.com

🌐 Website: growwithingenium.com

📍 Address: Suite J227, Road 5 Ikota Shopping Complex beside VGC Lagos-Epe Expressway, Lagos.

📞 Telephone: +2348036604417, +2348133038118

👤 Social Media: @growwithingenium