



TIMELY
RESPONSE



EVERY
day is
CUSTOMER
day



SERVICE
with a



A 😊 customer is a  customer

REWARD
the customer



CUSTOMER SERVICE

Value the
customer's
OPINION



Deal EFFICIENTLY



with CUSTOMERS



LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



BTS

Training & Consultancy



Effective Customer Care as a
Winning Strategy



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Effective Customer Care as a Winning Strategy

Introduction:

This 5 day program is aimed at those professionals wishing to harness the desire to exceed the customer experience. If you want to delight your customer / client base then this program is for you. It will be of particular benefit to organizations seeking to motivate their team (client-facing and internal-support), to advance careers, grow profits and sharpen your customer focus.

Who Should Attend?

- Managers
- Supervisors
- Customer service representatives
- Anyone within an organization who wants to better understand the techniques of building customer relationships and loyalty

Methodology

This interactive Training will be highly interactive, with opportunities to advance your opinions and ideas and will include;

- Lectures
- Workshop & Work Presentation
- Case Studies and Practical Exercise
- Videos and General Discussion

Certificate

BTS attendance certificate will be issued to all attendees completing minimum of 80% of the total course duration.

Course Outline:

Day 1:

INTERNAL AND EXTERNAL CUSTOMERS

- Introduction
- Internal Customer Self-Evaluation of Organization Roles
- Identifying & Measuring Needs and Expectations s
- Identifying Customer Needs CRM
- Importance of Quality Service in Satisfying Customer Needs

CUSTOMER NEEDS AS A PROCESS

- Planning Organization's Quality activities
- Managing the Customer
- Hierarchy of Service
- Measuring techniques - CRM
- CRM Steps

METHODS OF IDENTIFYING CUSTOMER REQUIREMENTS

- Moments of Truth
- Quality, cost and time
- Plan, Do, Check, Act
- Avoiding CRM Failure

DAY2:

INTERNAL AND EXTERNAL CUSTOMERS

- Introduction
- Internal Customers
- Internal Customer Self-Evaluation of Organization Roles
- Identifying & Measuring Needs and Expectations Of Internal Customers
- External Customers
- Identifying Customer Needs
- Delighting not just satisfying Customer Needs

DAY 3:

CONCEPT OF ANALYSIS

- PEST Analysis
- PESTLE Analysis
- SWOT Analysis

Porter's 5 Forces of Competitive Position

- Drivers of Competition

CONCEPTS OF QUALITY

- QA, QC
- Benefits through Core Values
- EFQM
- Excellence as a parameter
- Best in Class

TOTAL QUALITY MANAGEMENT

- Quality systems - IIP, ISO, BS, ICS
- Practical & positive steps to improve quality
- Different perceptions

TOOLS FOR MAINTAINING QUALITY

- Root Cause Analysis
- Creative Techniques
- Shifting paradigms and mindsets

COSTS OF QUALITY

- Financial costs
- Loss of reputation / PR

DAY4:

DECISION MAKERS

- Identifying influential decision-makers
- Stakeholder Analysis
- Stakeholder Mapping

MAINTAINING EFFECTIVE CLIENT / CUSTOMER RELATIONS

- Key Account Management
- Pareto Analysis
- Who is the Customer?
- Moments of Truth

- EPACA

DAY 5:

- **MAINTAINING EFFECTIVE INTERNAL CUSTOMER RELATIONS**
 - Reducing cognitive dissonance
- **CONCEPTS OF MARKETING AND SELLING**
 - Satisfying Customer Needs
 - Defining Marketing and Selling
- **THE MARKETING MIX**
 - 4 x Ps
 - Information is King
 - Primary & Secondary
- **MARKETING TOOLS**
 - Research tools
 - An off Product Marketing Matrix
 - Boston Box Matrix
 - Advertising & Promotion
- **SALES MANAGEMENT AND TECHNIQUES**
 - Selling & sales
 - Branding