



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



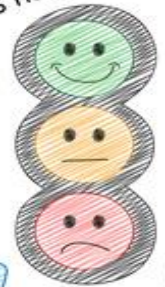
LISTENING
to the
CUSTOMER



How may I
help you?



Is he or she



Training & Consultancy



Customer Profiling Techniques



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Customer Profiling Techniques

Introduction:

The ability to profile your customers has become an important skill in today's competitive and customer-oriented business environment. Customer profiling will give your organisation the ability to better understand your existing customer base and identify potential new business opportunities. This training course is designed to give delegates the techniques and procedures they require to gain insight into the behavior of their customers. This insight allows for improved customer service, increased call center efficiency, added cross-sell and up sell opportunities, streamlined sales and marketing processes, reduced costs, and increased customer service satisfaction.

Who Should Attend?

- Managers
- Administrators
- Supervisors
- Accounts , Sales & Marketing Professionals
- Anyone who is or will be responsible for Planning or develop plans

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 Discussions

Certificate

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

Course Objectives:

By the end of this course, delegates will be able to:

- Use customer profiling techniques and procedures to increase profitability
- Describe how to leverage the organization's relationship with the customer base
- Utilize customer profiling techniques to design effective customer satisfaction surveys
- Employ customer profile information to proactively generate up-selling and cross-selling opportunities
- Set SMART objectives for continuous improvement
- Work effectively with each of the four customer temperament styles

Course Outline:

DAY 1:

- What is customer profiling?
- Breakout session: Advantages and Disadvantages of Customer Profiling
- Understanding the concept of Emotional Intelligence
- The history of temperament profiling
- The Myers-Briggs Type Indicator
- DISC temperament profiling system
- Understanding the four customer temperament styles

DAY 2:

- Benchmarking the best and worst customer service providers

- What is Customer Segmentation?
- Using segmentation for gaining customer insight and market penetration
- Data Mining
- Predictive Modeling
- Customer Lifecycle Management
- Key Account Management strategies

DAY 3:

- Keeping up with changing communication technology
- Body language: How to read a person like a book
- Identifying your customer's preferred learning style
- Active listening skills to improve communication effectiveness
- Questioning skills to identify a customer's expectations and service requirements
- Tips for giving and receiving constructive feedback

DAY 4:

- Breakout session: How to Use 'Customer Service' to Build Customer Loyalty
- Serving internal and external customers
- Customer “touch points”
- Motivating customers with rewards and incentive programmes
- Teambuilding and leadership exercise
- The benefits of measuring and monitoring customer satisfaction
- Best practices for creating a Customer Satisfaction Survey

DAY 5:

- Your attitude makes a difference
- Setting SMART Objectives
- Stress management tips
- Time management skills to improve daily productivity
- Course review and feedback

