



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



## Modern Customer Profiling Techniques & Procedures



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# Modern Customer Profiling Techniques & Procedures

## 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 organization the ability to better understand your existing customer base and identify potential new business opportunities. Customer profiling, coupled with marketing analytics, provides key customer insight that can help customer service, sales and marketing professionals increase profitability and customer loyalty. In addition, customer profiling information can be pivotal in improving your customer service initiatives.

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.

- Implement innovative customer profiling techniques to drive positive business change
- Use customer profiling information to enhance customer satisfaction and promote loyalty
- Measure and assess the effectiveness of customer service standards
- Use customer segmentation to target and strengthen your sales and marketing initiatives
- Enhance verbal and nonverbal communication effectiveness

## Who Should Attend?

Customer Service Professionals, Managers, Public Relations Officers, Practitioners & Personnel, Quality Management Personnel, Customer Analysts, HR Professionals who have communications roles, Customer Service Representatives & Professionals, Team Leaders & Supervisors, Administrators, HR & Training Professionals, Accounts Personnel, Sales & Marketing Professionals, Marketing Managers or Directors, Sales Managers or Directors, Sales Trainers, Salespeople, Communication Specialists, Brand Managers, Frontline & Reception Staff, Customer Service Representatives (CSR), Personnel responsible for building and sustaining their company's reputation for customer service excellence, anyone who provides services, products or information to internal, or external customers

## Course Objectives:

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

- Use customer profiling techniques and procedures to increase profitability by Identifying underdeveloped market segments
- 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:

### **Fundamentals of Customer Profiling Techniques & Procedures**

- Course overview and learning objectives
- What is customer profiling?

- 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

### **Customer Segmentation, Data Mining & Market Analysis**

- SWOT analysis
- 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

### **Communication & Interpersonal Skills Development**

- 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

### **Customer Profiling Techniques to Enhance Customer Satisfaction & Loyalty**

- How to use customer service to build customer loyalty
- Serving internal and external customers
- Customer touch points
- Motivating customers with rewards and incentive programs
- Are you a team player?

- Teambuilding and leadership exercise
- The benefits of measuring and monitoring customer satisfaction
- Best practices for creating a customer satisfaction survey

### **Personal Development for Continuous Improvement**

- Your attitude makes a difference
- Setting SMART objectives
- Goal setting
- Identifying leadership traits
- Stress management tips
- Time management skills to improve daily productivity