



## Training Report: Three-Day Program on Marketing, Innovation and Customer Service for Bhutan Post

**Training Duration:** 3 days from (16.09.2024 to 18.09.2024)

**Location:** Bhutan Post HQ Conference hall, Thimphu.

**Facilitators:** Mr.Sandeep, Mr.Anucha Soonglertsongpha & Dr.Vinaya Prakash Singh, Secretary General from APPU Bureau Bangkok, Thailand

### Day 1: Marketing Strategies

This report summarizes observations and findings from a recent training of key facilities and meetings with Bhutan Post employees across the country. It is focus on understanding the current business environment in the postal sectors, particularly in the context of technologies, market demands frameworks.

#### Objectives:

- Identify the fundamentals of effective marketing
- Explore innovative marketing strategies tailored to Bhutan Post

#### Key Sessions:

##### (A) Introduction to Marketing:

- Overview of marketing values.
- Position of understanding the target audience.

##### ( B) Digital Marketing Trends

- Discussion on social media, email marketing and online promoting
- Workshop on identifying Bhutan post unique value proposition

##### ( C) Brand Positioning:

- Activities to develop brand messaging and exercises
- Focus area for in the postal services condition





## Day 2: Innovation in services

### Objectives:

- Identify opportunities for services progress and new contributions
- Foster a culture of innovation within Bhutan Post

### Key Sessions:

#### ( A ) Understanding Innovation :

- Definition and moment of Innovation in the Postal sectors
- Examples of Innovation practices from global postal service

#### ( B ) Design thinking workshop:

- Approach thinking to solve customer problems
- Understanding the marketing compass current products

## Day 3: Customer Service Excellence

### Objectives

- Equip staff with skills for delivering exceptional customer service
- Enhance communication and relationship build techniques
- Non-verbal communication
- Emotional intelligence in communication

### Key Sessions:

#### ( A ) Principles of Excellent Customer Service;

- Importance of empathy and active listening
- Exploration of best practices of Customer services

#### ( B ) Role of playing Exercises

- Interactive role playing scenarios to practice handling various customer interactions





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BHUTAN POSTAL CORPORATION LIMITED

- Improve communication skill and feedback roles

**( C ) Measuring of Customer Satisfaction:**

- Discussion on tools and techniques for gathering customer feedback
- Strategies for using feedback to enhance service quality

**Outcomes:**

- Improved understanding of customer service fundamentals.
- Increased confidence in handling customer inquiries and complaints
- Positive responses to interactive sessions and practical exercise

**Recommendations:**

- Continue regular training sessions to reinforce concepts learned.
- Establish a feedback loop with customers to continuously improve services.
- Foster an on-going culture of innovation within the organization

**Conclusion:** The three days training program successfully concluded with Bhutan Post employees for marketing, innovation and customer service skills. By applying these principles, we can enhance and strengthen customer relationship, ultimately contributing to its long-term success.

Thank you.

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