

Summary

Date 24.09.24

Marketing, Innovation & Customer Service

Marketing: The 7Ps of Service Marketing

- ① People - Customers
- Employees
 - Social interaction
 - Roles & Scripts
 - Relationships

- ② Place - Access
- location
 - Delivery services
 - Electronic delivery

- ③ Physical evidence - facilities, equipment
- Uniforms
 - Livery & artefacts
 - Symbols
 - Signage

④ Process - Service design Date . . .
- Standardization
- Customization
- Operational efficiency

⑤ Promotion - Internal Marketing
- Direct Marketing
- Advertising
- Other promotional Methods

⑥ Products - Total service product
- Core product
- Supplementary services
- Facilitating services
- Supportive services

⑦ Price - Cost-based
- Demand-based
- Operations-based
- Competition based
- Relationship-based

Innovation Innovation

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- Change is everywhere, all the time, nothing stands still.
- Inspiration, Creativity, Technology, Idea, Experiment change, Research, Improvement, Development, Analysis, Concept, Invention, INNOVATION

Innovation happens when ;

- Get out on your own & Explore
- Throw away the Guide book - They only take you to where everyone goes
- Look around to see opportunities
- Clear some space & welcome problems - they are the mid-wives of new ideas.
- Necessity is the mother of invention
- adapt, adapt & improve
- Thinking out of the box.

Good business practice

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- clear focused strategy - consistent direction
- strong teamwork
- Communications all the way down and up an organisation's - briefing and reporting.

Customer service

- Empathy
 - Good listener
 - Transparency
 - Strong Communicator
 - ability to multitask
 - Calm under pressure
 - Responsive
 - Collaborative
 - Emotional intelligence
 - Creativity
 - Customer - first mindset.
- Digital Literacy

Benefits of Customer Service Chater

- Customer retention
- Employee retention
- Troubleshooting & problem solving
- Referrals
- Brand boost
- Increased Customer lifetime value
- Corporate Culture
- Competitive advantage

Overall impact & Recommendation

Highly engagement levels & enthusiasm for implementing new strategies.
Positive responses to interactive session and practical exercise

Conclusion

Three days training on Marketing Innovation & Customer, which was given to us was so insightful, I believe now I would be able to deliver

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our services to customers more efficiently than before.

Recommendation

Continue regular training sessions to uplift concepts learned.

Uguzu Training
Sipen Post office
Southern Region
Bluten Post