

21st September 2024

Training Report

Three days training program on Marketing, Innovation and Customer Service for Bhutan Post.

Duration: 3days (w.e.f. 16.09-18.09.2024)

Venue: Bhutan Post, Headquarter. Conference Hall

Resource persons: Mr. Sandeep and Mr. Soonglertsongpha from APPU Bureau, Bangkok.

Day I: Marketing strategies

This report reviews the observations and findings from a recent training of key postal facilities and meetings with employees from across the country. Its key focus was on understanding of the existing business scenario in the postal sector, particularly in the context of growing technologies, market demands and controlling framework.

Objectives:

- 1. Understand the fundamentals of effective marketing.
- 2. Explore innovative marketing strategies tailored to Bhutan Post.

Key sessions:

1. Introduction to marketing.
 - a. Overview of marketing principles.
 - b. Importance of understanding the larger audience.
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2. **Digital Marketing Trends.**
 - a. Discussion on social media, email marketing and online advertisement.
 - b. Case studies highlighting successful campaigns.
3. **Brand Positioning:**
 - a) Workshop on Identifying Bhutan Post's Unique value proposition.
 - b) Activities to Develop Brand Messaging.

Outcomes:

- 1. Participants gained knowledge into current marketing trends.
- 2. Teams brainstormed ideas for enhancing Bhutan Post's marketing strategies.

Day II: Innovation in Services.

Objectives:

- 1. Foster a culture of innovation within Bhutan Post.
- 2. Identify opportunities for service improvement and new offerings.

Key sessions:**1. Understanding Innovation.**

- a. Definition and significance of innovation in the postal sector.
- b. Examples of innovative practice from global postal services.

2. Design Thinking Workshop.

- a) Hands- on session on using design thinking to solve customer problems.
- b) Participants worked in teams to explain new service offerings.

3. Technology Integration: Overview of emerging technologies (eg. AI, Automation) and their applications in customer service.

- a) Discussion on how technology can enhance service delivery.

Outcomes:

- 1. Participants formed an innovative service concept to improve the customer experience.
- 2. Enhanced awareness of technological advancement relevant to postal services.

Day III. Customer Service Excellence.**Objectives:**

- 1. Equip staff with skills for delivering exceptional customer service.
- 2. Enhance communication and relationship building techniques.

Key sessions:**1. Principles of Excellent Customer service.**

- a. Exploration of customer service best practices.
- b. Importance of empathy and active listening.

2. Role-Playing Exercises.

- Interactive role-playing scenarios to practice handling various customers interactions.

- Feedback sessions to improve communication skills.

3. Measuring Customer's Satisfaction.

- a) Discussion on tools and techniques for gathering customer's feedback.
- b) Strategies for using feedback to enhance service quality.

Outcomes:

- 1. Improved understanding of customer service fundamentals.
- 2. Increased confidence in handling customer inquiries and complaints.

Overall Impact and Recommendation:

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

Conclusion: Three days training program on Marketing, Innovation and Customer, which was given to us was so insightful. I believe now I would be able to deliver our services to customers more efficiently than before.

RECOMMENDATION

Continue regular training sessions to uplift concepts learned.

Lhamo



Bhutan Post
Phuentsholing



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PHUENTSHOLING TO THIMPHU

No.

Date... 15/9/24.

1632

Reporting Time : 9.00 A.M.

Departure Time : 9.30 A.M.

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545/-

Seat No.

7.

Ticket Not Refundable



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No. **1631**

Date...19/09/24.

Reporting Time : 9.00 A.M.

Departure Time : 9.30 A.M.

Nu.

5451

Seat No.

2

Ticket Not Refundable