

THIMPHU COUNTER : 17361440 :: BHUMTHANG COUNTER : 77667755

YAKLA EXPRESS

No. **568**

PASSENGER TICKET

Route	BUMTHANG TO THIMPHU
Rep. Time	6 : 30 A.M.
Der. Time	7 : 00 A.M.
Seat No.	1519
Date of Journey	19/9
Nu. 729	Ticket once sold will not be refundable

Certified that above fare being paid while proceeding to Thimphu.

Bhutan Postal Corporation Ltd
Jakar P.O.

BHUMTHANG COUNTER : 77667755 :: THIMPHU COUNTER : 17361440

SOMPEL EXPRESS

No. **360**

THIMPHU : BHUTAN
COASTER BUS

Route	THIMPHU TO BUMTHANG
Rep. Time	6 : 30 A.M.
Der. Time	7 : 00 A.M.
Seat No.	1919
Date of Journey	19/9
Nu. 729	Ticket once sold will not be refundable

Certified that above fare being paid while returning from Thimphu.

Post Master
Bhutan Postal Corporation Ltd
Jakar P.O.

TRAINING REPORT

Three days Program on Marketing, Innovation, and customer service

Training period: 16th, 17th & 18th September 2024

Venue: Bhutan Post conference hall, HQ Thimphu.

Course Director: Anucha Soonglertsongpha & Mr. Sandeep from APPU Bangkok, Thailand.

"Unlocking potential through our training on Marketing, Innovation, and Customer Service: where creativity meets strategy to elevate customer experiences and drive business success!"

Day 1(Monday): Marketing Strategies

➤ Introduction to the Training Program

- In this dynamic program, we gain essential skills to elevate our marketing strategies, spark innovation, and enhance customer service. Through engaging activities and real-world insights, we'll empower us to drive growth and create exceptional customer experiences.

➤ Navigating Changes in Postal sector

- In a rapidly evolving postal landscape, adaptability is key. This program guides us through the latest trends, technological advancements, and customer expectations shaping the industry. Together, we'll explore innovative strategies to enhance efficiency and service delivery, ensuring us stay ahead in this dynamic environment. Let's embrace change and thrive!

➤ Current Business Environment

- The postal services industry is undergoing significant transformation driven by digitalization, e-commerce growth, and shifting customer expectations. Companies must adapt to increased competition and the demand for faster, more efficient delivery options. Embracing technology and innovation is essential for enhancing services and maintaining relevance in this rapidly changing landscape. Let's explore how to thrive in this evolving environment!

➤ Current Business Environment

- The current business environment is characterized by rapid technological advancements, shifting consumer preferences, and increased global competition. Companies must adapt to digital transformation, prioritize sustainability, and

enhance customer engagement to thrive. Agility and innovation are essential for navigating challenges and seizing new opportunities in this ever-evolving landscape.

➤ **Global Postal Strategy**

- The Global Postal Strategy focuses on enhancing the efficiency, sustainability, and innovation of postal services worldwide. By leveraging technology and collaboration, it aims to improve service delivery, adapt to changing customer needs, and embrace e-commerce growth. This strategy encourages postal organizations to become key players in the digital economy, ensuring they meet the demands of a rapidly evolving global market.

➤ **Strategic Imperatives for Posts**

- To thrive in a changing landscape, postal organizations must focus on key strategic imperatives: embracing digital transformation, enhancing operational efficiency, improving customer experience, and fostering sustainability. By innovating services and leveraging technology, posts can remain competitive and relevant in the global market while meeting evolving consumer needs.

Day 2(Tuesday):

➤ **Effective communication for customer service Excellence and Activity**

- Effective communication is crucial for delivering outstanding customer service. It fosters clarity, builds trust, and enhances customer satisfaction. By actively listening and responding with empathy, teams can address concerns promptly and create positive interactions. Prioritizing clear, respectful communication empowers organizations to achieve customer service excellence and cultivate lasting relationships.

➤ **Marketing concept and Marketing Mix**

- The marketing concept focuses on understanding and meeting customer needs to drive business success. It emphasizes creating value and building relationships. The marketing mix—comprising the 4 Ps: Product, Price, Place, and Promotion—serves as a framework for developing effective marketing strategies. By aligning these elements, businesses can effectively reach their target audience and enhance customer satisfaction.

➤ **Innovation Management**

- Innovation management involves systematically fostering and implementing new ideas to drive growth and enhance competitiveness. It includes identifying opportunities, developing creative solutions, and integrating them into business processes. By nurturing a culture of innovation, organizations can adapt to market changes, meet customer needs, and maintain a competitive edge in today's fast-paced environment.

➤ **Think outside the box and exercises**

- Thinking outside the box encourages creativity and problem-solving by challenging conventional ideas. It involves exploring new perspectives and innovative solutions. Engaging in exercises like brainstorming, role-playing, and mind mapping can

stimulate fresh ideas and inspire unconventional thinking. Embracing this approach fosters innovation and drives success in any endeavour.

Day 3(Wednesday):

- **Customer Experience Management and Exercises**
- **Customer Experience Management (CEM)**

Customer Experience Management (CEM) focuses on enhancing interactions between a business and its customers to improve satisfaction and loyalty. It involves understanding customer needs, mapping their journey, and personalizing experiences across all touch points.


- **Exercises to Enhance CEM:**

1. **Customer Journey Mapping:** Visualize each step a customer takes to identify pain points.
2. **Feedback Collection:** Use surveys and interviews to gather customer insights.
3. **Role-Playing:** Simulate customer interactions to build empathy and improve service.
4. **Persona Development:** Create detailed profiles of target customers to tailor experiences.
5. **Service Recovery Planning:** Develop strategies for effectively resolving customer complaints.

These exercises foster a customer-centric approach, leading to better experiences and increased loyalty.

In conclusion, this training report demonstrates the effectiveness of our program in enhancing skills and knowledge among participants. The positive feedback and engagement levels indicate a successful learning experience. To build on this momentum, we recommend on-going support and follow-up sessions. Overall, the training has positioned our team for continued growth and success.

Submitted by: Dawa Gyelpo


20/9/2024.

Post Master
Shutan Postal Corporation Ltd
Jakar P.O

Postmaster, Bumthang PO