

Through the Customer's Eyes

Training Description

Only when we really understand our customers' experiences of our business can we make real improvements to our business practice. This course develops techniques to help identify our customers' expectations and how we can meet and exceed them in both the sales and after sales roles.

The Course Suits

Customer facing staff, supervisors and management of organisations seeking to improve or enhance their customer satisfaction and loyalty.

Training Benefits

- Understand the value of brands
- The importance of customer care in retaining business
- An understanding of how their business compares to the competition
- A plan to ensure they meet and exceed customer expectations

Course Timetable

09:30 - 10:00 Coffee & Course Objectives

10:00 - 10:30 The Good, The Bad & The Ugly (Working from their pre-course assignments delegates compare their own good, bad and ugly experiences of customer care when they were the customer.)

10:30 - 11:00 The Hole in the Bucket Syndrome

11:00 - 11:15 The Value of Brands (What makes a good brand. A look at the strength of Company's Brand and what it stands for.)

11:15 - 12:00 Competitive Knowledge - Presentations (Working coffee break - Each group will be assigned two competitive brands and will be given press releases and advertisements. Based on these and any mystery shop experience gained from their pre-course assignments, they will analyse the brands from a customer's point of view and present back to the group.)

12:00 - 13:00 Customer Expectations (Telephone & Face to Face)

13:00 - 14:00 Lunch Break.

14:00 - 14:30 Verbal Communication (Here delegates will look at the importance of first impressions i.e. when answering the phone and also the limitations of verbal communication through a fun exercise)

14:30 - 15:00 Delegates to be Mystery Shoppers (Delegates working in small groups will be assigned tasks to make phone enquiries to different sectors and report their findings back to the group)

15:00 - 15:15 Delegates to Critique Taped Calls

15:30 - 16:30 Visual Communication (This final session gets delegates to look at the importance of visual communication and again specifically from the customer's point of view. How well signposted is their dealer, how good is the display etc.)

16:30 - 16:45 Summary & Action Plans Agreed