

Customer Orientation Techniques for Client Management

By Josephine Teo

BACKGROUND

Customers are the life blood of the organisation and the reason of existence of any department in the organisation. A customer-oriented organisation places the customer at the core in all areas of its business – vision, values, goals, strategies, touch points, processes, operations, support, etc. In today's dynamic business environment where customer loyalty is declining, it is imperative that you find a way to your customers' hearts to retain them and to win over new customers.

COURSE OVERVIEW

Appreciate and Empathise with Your Customers

- Customers Are Not Equal
- Understand the Value of a Customer
- Importance of Focusing on the Customer
- Recognise Customers' Needs and Wants
- Identify Customers' Expectations

Develop Emotional Intelligence to Deal With Customers

- Goleman's Emotional Intelligence Model
- Self Awareness
- Self Regulation
- Motivation
- Empathy
- Social Skills

Customer Orientation and Service Excellence

- Principles of Service Excellence
- Do You Have the Right Mindset?
- Your Personal Assessment

Customer Touchpoints

- What are Customer Touchpoints?
- Making Touchpoints Customer Focused

Customer Feedback

- Moments of Truth
- Voice of Customer

Handle Challenging Customers

- Managing Customer Complaints
- Dealing With Angry Customers
- How to Resolve Conflicts
- How to Say “No” Nicely
- The Art of Apologising

Win Over Customers

- Cialdini’s Six Principles of Influence
 - Principle #1: Reciprocation
 - Principle #2: Commitment and Consistency
 - Principle #3: Social Proof
 - Principle #4: Liking
 - Principle #5: Authority
 - Principle #6: Scarcity

Create Customer WOWs

- Principles of Customer WOWs
- Creating Customer WOWs in Your Organisation

Becoming a Customer Centric Organisation

- Building Emotional Engagement with Customers
- Customer Experience Management
- Customer Related Performance Measures and Rewards

LEARNING OBJECTIVES

By the end of the programme, participants will be able to:

- Gain holistic appreciation of the importance of their customers
- Apply emotional intelligence techniques to manage their customers
- Develop strategies to create the WOW in customer experience

LEARNING METHODOLOGY

The course will be activity-based including interactive with experiential and accelerated learning. Participants will be engaged in group discussions, role plays and case studies for optimal learning and maximum results.

TARGET AUDIENCE

Professionals and executives who are involved in creating positive service touchpoints and experiences for their customers.

BUSINESS FUTURE

C O N S U L T I N G

COURSE DETAILS

Course duration : 2 days

Course Fees : S\$899.00 (includes lunch and two coffee breaks)

Any further enquiries, please contact us at
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