

Course Name: Market Leadership with Customer Experience Mastery

Reference Code: Sal 102

About the course:

This training course will feature:

- Understanding precisely what the customer means by 'Value' and 'Quality'
- Identifying and understanding the elements of a customer relationship strategy
- Evaluating customers' needs and the triggers and motivators that are important
- Understanding how to manage customer data and analyse it
- Planning a customer service programme to ensure customer retention and loyalty
- Delivering consistent service and measure and demonstrate its success

Course Objective:

By the end of this course, participants will be able to:

- Assess and review your value proposition for each core customer segment
- Understand some of the science of Persuasion and Influence and how to use it in our own Marketing efforts
- Develop a customer research programme to discover what the critical factors are
- Understand Customer Relationship Management systems and their value in delivering consistency
- Understand the role and importance of Social Media in a customer-centric world.
- Evaluate customer feedback to fine tune your systems

Who Should attend?.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Marketing executives and managers who are interested in customer retention, Social Media and word-of-mouth marketing
- Anyone responsible for or contributing significantly to the development and implementation of customer relationships
- Managers and supervisors who want to improve customer relationships
- Customer service professionals

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Course Methodology:

This training course is designed to be a hands-on, stimulating experience. The training course is highly interactive with many discussion and practice sessions.

- ☑ Relevant computer simulations and videos .
- ☑ Copies of all presentation material.
- ☑ Variety of Learning Methods.
- ☑ Pre-test and final test.
- ☑ Case Study
- ☑ Training Groups.
- ☑ Presentation.
- ☑ Lectures

Course Outline:

Day One: Customer Management at the Very Heart of your Business

- Course overview and learning objectives
- Customer acquisition and retention – measuring their impact on profitability
- What is your value proposition for each segment? Does it work?
- Assessing the needs of your key audiences – why does it matter?
- Customer lifetime value – identifying key customers
- Key accounts and developing a customer-centric organisation

Day Two: Developing a Data-Led Strategy

- What do customers really want from your organisation?
- Does the 'customer experience' match their needs and expectations
- What do your competitors do better or differently than you do?
- Shaping customer expectations - perception versus reality
- Case studies: Companies that have turned around their businesses
- 'Going the extra mile' – what is it for your customers?

Day Three: Customer Relationship Management

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- Listen and deliver on customer needs
- Managing the 'Moments of Truth' to enhance the 'customer experience'
- Leading and motivating others to deliver superior service levels
- The Customer Loyalty Chain
- Developing the processes that nurture customer brand loyalty
- Using Social media to engage with customers

Day Four: Measuring and Monitoring Customer Satisfaction

- Why is measuring customer satisfaction important?
- Using customer complaints and feedback
- Using CRM software and diagnostic tools to evaluate opportunities for performance improvement
- Best practices for recording and monitoring customer service issues
- Putting in place processes to resolve customer dissatisfaction
- Strategies for working with difficult and demanding customers

Day Five: Excellence in Customer Management

- The importance of attitude, teamwork, and professional development
- Developing a customer service training program
- Setting SMART performance goals
- Coaching and mentoring strategies
- Methods to empower and motivate customer service employees
- Practical exercise: What is your Action Plan?

Time: 08:00 AM -03:00 PM Numbers of hours: 35 Hours

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