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Team Power International
Where Your Winning Future Begins



EXCELLENCE IN TRAINING

CS08E



In-House Training

ACHIEVING CUSTOMER SATISFACTION AND LOYALTY

Surprise, delight and retain customers by achieving and maintaining customer satisfaction and loyalty



OVERVIEW



PRIMARY OBJECTIVES & BENEFITS

The importance of understanding customer satisfaction and loyalty cannot be underestimated in a commercial environment where customers have more choice and less brand loyalty than ever before. The theme of this program is therefore to ensure a sharp focus on every aspect and to root out opportunities for marginal gains that will differentiate, surprise, delight and retain customers. Loyalty is a precious jewel and directly linked to profitability. Organizations say that they realize the cost of customer acquisition versus retention, but what strategies can be applied effectively to reap the considerable benefits?

This workshop will help participants to be able to:

1. Improve customer satisfaction, retention and loyalty.
2. Include a profitability dimension to any customer loyalty strategy.
3. Plan, manage and analyze impactful customer satisfaction surveys.
4. Define customer segments, profiles and models for maximum strategic impact.
5. Create impactful 'customer value propositions'.
6. Develop loyalty schemes: know what to avoid and how to improve them.
7. Apply the 'Moments of Truth' analysis model (MOT) to the customer satisfaction journey.
8. Design and present a customer satisfaction and loyalty scheme initiative for their organization.



WHO SHOULD ATTEND?

This course is recommended for : Loyalty scheme managers and supervisors, product managers, business unit managers, sales managers and supervisors, customer care managers and supervisors, analysts and any interested decision maker, department head or supervisor.

ACHIEVING CUSTOMER SATISFACTION AND LOYALTY

Surprise, delight and retain customers by achieving and maintaining customer satisfaction and loyalty

Module 1 - Key Definitions

- Customer satisfaction, retention, loyalty
- Levels of customer loyalty
- Barriers and enablers
- Customer surprise, delight, shock

Module 2 - Key Loyalty Measures

- Customer satisfaction index (CSI)
- Customer retention rate (CRR)
- Profitability impact of CRR
- Customer life expectancy
- Customer loyalty index

Module 3 - Loyalty And Profits

- The cost of loyalty
- Generally accepted accounting principles (GAAP)
- Activity based costing (ABC)
- Customer profitability
- Best examples in Customer profitability

Module 4 - Customer Satisfaction Survey Design

- Survey objectives and desired outcomes
- Establishing the population of interest
- Writing effective survey questions
- Survey sampling methods
- Analysis of customer surveys

Module 5 - Customer Satisfaction Surveys

- Customer survey guidelines
- Different survey metrics
- Types of customer satisfaction surveys
- Loyalty components
- The importance of customer demographics

Module 6 - Segmenting Your Customers

- Attitudinal and behavioral dimensions
- Demographic variables, consumer and business
- Customer profiling
- Customer modelling
- Types of business customers (B2B)

Module 7 - Impactful Customer Value Proposition

- The value proposition definitions
- Building the value proposition
- Articulating the value proposition
- Success criteria for the successful VP
- Testing the viability of the VP

Module 8 - Building Customer Loyalty

- How to foster loyalty
- The 6p's of customer loyalty
- The two tier approach to customer loyalty
- The laws of customer loyalty
- Moments of Truth Analysis

Module 9 - Loyalty Schemes And Programs

- Types of loyalty schemes and programs
- Reasons to join and reasons to leave!
- Rewards and perceived value
- Customer data
- Maximizing the results

PROGRAM HIGHLIGHT

Duration: 4 days

Date: To be Agreed with the Client Organization

Timing: 8:30 am to 2:30 pm daily

Venue: Suitable & fully equipped venue
(to be provided by Customer)

Notice required: 10 working days

Language: English or Arabic

Material: Participants will be provided with high quality handouts

Certificates: Certificates of Completion shall be provided to participants upon successful attendance of the training program

Fees: Inclusive of facilitator's fees, materials and certificates