

Customer Relationships... that Last!

Target audience

- Anyone in direct or indirect contact with customers

Pre-requisites

- There are no pre-requisites for this course

Objectives

- Understand the factors that generate customer loyalty
- Understand and overcome hurdles in your relationships
- Combine influencing with respect for the customer
- Turn each key contact into a loyal relationship
- Focus on personal qualities for successful customer relationships

On-the-job benefits

- Influence customer relationships and enhance your work in customer relations
- Move beyond conventional customer relationships
- Enhance your interpersonal relationship skills
- Take a step back to become more skilled and effective in relationship-building

Benefits for the company

- Strengthen your competitive advantage
- Achieve lasting improvements in customer satisfaction and loyalty
- Improve staff motivation and commitment to customer service
- Make your staff more effective and productive

Special features of this course

Three levers for building customer relationships that last



- 1] Understand how to adapt to each customer and each type of contact
- 2] Empathise with your customers to build understanding relationships
- 3] Engage with the customer to create a lasting impression of efficacy and influence

The keys to lasting relationships in four course highlights

The cocktail game

Role-play: introduce yourself to the other participants, explain and debrief your experience

- > Make a good first impression

'Customer journey' workshop

> Become aware of your role, based on the customer experience

'The blind and the dumb'

'Emotional event' in the form of a role-play:

- > Discover the barriers to communication
- > Experience the impact of emotions in relationships

'Difficult situations' workshop

In sub-groups of two or three people:

- > Handle difficult situations without compromising the customer relationship

