

The Customer Compass

Sales, Marketing & Customer Care



9024



In-Class



8 hours

Course Description:

This training program is designed to equip participants with the knowledge and skills needed to build and maintain a customer-driven culture within their organization. Through a mix of theory, hands-on exercises, and real-world case studies, participants will learn how to prioritize customer needs, improve service delivery, and drive business success through effective customer engagement.

Target Audience:

- Customer service professionals, Marketing & sales personnel
- Anyone interested in improving customer engagement and satisfaction

Course Objectives:

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

- Understand various customer types & demographics.
- Explore methods for building customer profiles to enhance service delivery.
- Identify common reasons for customer loss and strategies to mitigate them.
- Establish and maintain standards that prioritize customer satisfaction.
- Practice active listening and feedback skills to improve customer interactions.
- Recognize various customer communication styles and preferences.
- Understand the psychology behind customer complaints.

Course Outline:

Module 1: Identifying Customers

- The Pareto Principle & Customers
- Characteristics of External Customers
- Characteristics of Internal Customers
- Internal Customers & The Organization
- Effects of Poor Internal Service

Module 2: Knowing Your Customer

- What Do Customers Want?
- Customer Expectations
- Why Do We Have Customers?
- Knowing your Customers

Module 3: Losing Customers

- Hierarchy of Service
- Loyalty and Switching Costs
- Why Do Customers Leave?
- Obstacles to Customer Service
- Crises in Customer Service
- Continuous Improvement
- Realism in Customer Service

Module 4: Culture & Standards

- The Customer Service Culture
- Innovation in Customer Service
- Characteristics of Excellent Service
- Excellent Customer Service
- The Cycle of Service - A Car Dealership
- Standards in Customer Service

Module 5: Communicating with Customers

- Listening to Customers
- Listening Tools
- Communication Challenges
- Communication Process
- Consistency
- Feedback

Module 6: Customer Styles

- Demanding
- Influential
- Steady
- Compliant
- The Angry Customer
- The Complaining Customer

Module 7: Complaints

- Complaint Handling Systems
- Complaint Handling Procedures
- Benefits of Excellent Customer Service
- Customer Care Basics – Summary

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Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English Material

Bilingual Explanation

Prerequisites:

N/A