

Engaging Your Customers: Strategies for Success

Customer Growth & Experience Excellence



10511



In-Class



8 hours



EGP 3,450

Course Description:

This course is designed to actively engage customers throughout every stage of interaction. It focuses on identifying distinct customer segments, implementing customized approaches and tools to make them feel recognized and appreciated, employing diverse strategies for analyzing customer perspectives, and fostering strong relationships. By prioritizing personalized and relationship-focused experiences, the aim is to ensure that your brand becomes synonymous with exceptional customer engagement and satisfaction.

Target Audience:

This course is tailored for individuals overseeing customer interaction, satisfaction, and relationship management, including customer service representatives, sales professionals, marketing teams, and business owners.

Course Objectives:

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

- Identify the different types of customers.
- Identify ways to establish links between excellence in customer service & business practices
- Identify what customers want
- Use the best techniques to meet customers' needs
- Discuss the importance of measuring and benchmarking service

Course Outline

Module 1: Realities of Customer Service Today

- The realities of customer service today
- ROI of customer success
- Dealing with the different customer generations (GenX, GenY, Baby boomers, traditional)
- Customer lifestyle questioning

Module 2: The Six Critical Elements of Customer Service

- A customer service focus
- Procedures
- Culture
- Problem-solving
- Measurement
- Reinforcement

Module 3: What Do Customers Want?

- Customers today
- What customers want
- Logic vs. emotion
- Winning customers' hearts
- Customers want CASH

Module 4: Matching Customer Needs

- Features, advantages, and benefits
- The right benefit to the right customer
- Identifying customers' decision criteria

Module 5: Measuring Customer Satisfaction

Methods of collecting customer feedback

What is Net Promoter Score (NPS)?

Assessment Strategy:

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

Course completion will grant participants:

0.6 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None