



## **CUSTOMER CARE WORKSHOP MODULE – 1**

### **CONTENT**

Morning Session (9h00 - 12h45)

**Welcome and Introduction**

- ▶ **The Value of Training**
- ▶ **The Customer**
- ▶ **The Right Attitude**

Mid-morning drinks and refreshment break

- ▶ **The Needs of Customers**
- ▶ **What turns Customers Off**
- ▶ **Customer Retention and Loyalty**

**LUNCH BREAK (12h45 - 13h20)**

Afternoon Session (13h20 - 16h00)

**Case Studies in workgroups (3)**

- ▶ **The Best Kept Secrets of Customer Care**
- ▶ **The VPAGES Big Five**

**Questions & Closing**

**Issuing of Certificates**

## ▶ The Value of Training

### ▶ The Customer

What is a Customer; Internal & External Customers; Customers vs. Clients; The most important person in a business; The most valuable asset in a business;

### ▶ The Right Attitude

Positive Attitudes; Impressions; Image & Grooming; Body Language; Voice; Level of Energy; Integrity;

### ▶ The Needs of Customers

The Golden Rule; In your Customer's Shoes; Basic Customer needs;

Skilful listening; Anticipate your customer's needs; Learn your customer's preferences; Customer feedback; Employee product knowledge and services on offer;

Knowing and selling the uniqueness of your company (Unique Selling Proposition)

### ▶ What turns Customers Off

More than twenty different things that turns customers off;

### ▶ Customer retention and Loyalty

The importance of repeat business; Characteristics of a loyal Customer; The Big Picture; The Lifetime-Value of a Customer; Loyalty vs. Satisfaction; Price is not everything; The Total Customer Experience; Economics of Loyalty; Why customers don't return; Effective complaint handling; How to deal with upset customers; That One Extra Step;

### ▶ Ten Best Kept Secrets of Customer Care

### ▶ The VPAGES Big Five