Customer Satisfaction: Establishing Effective Customer Relationship

Happy customer contributes to loyal customers. Do you agree?
Do you know how to apply behavioural strategies to maximise customer satisfaction?

Introduction

It seems self-evident that companies should try to satisfy their customers. Satisfied customers usually return and buy more, they tell other people about their experiences, and they may well pay a premium for the privilege of doing business with a supplier they trust. Statistics are bandied around that suggest that the cost of keeping a customer is only one-tenth of winning a new one. Therefore, when we win a customer, we should hang on to them. Why is it that we can think of more examples of companies failing to satisfy us rather than when we have been satisfied? There could be several reasons for this. When we buy a product or service, we expect it to be right. We don't jump up and down with glee saying "isn't it wonderful, it worked". That is what we paid our money for. Add to this our world of ever exacting standards. We now have products available to us that would astound our great grandparents, and yet we quickly become used to them. The bar is getting higher and higher. At the same time, our lives are ever more complicated with higher stress levels. Delighting customers and achieving high customer satisfaction scores in this environment is ever more difficult. And even if your customers are completely satisfied with your product or service, significant chunks of them could leave you and start doing business with your competition.

Program Objectives

This program aims to:
- Train the participant to provide good customer care
- Overcome difficult customers at different levels

Learning Outcomes

After completing this program, participants should be able to:
- Enhance communication skills in dealing with customers
- Innovation and creative methods how to deal with different customers
- Apply behavioural intelligence in maximising customer satisfaction.

Who should attend?

First-line management, middle management, and anyone who needs to establish effective customer relationship

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	**Knock, knock, who's there? Who's the customer? The customer's Wants and Needs** The first module enables the participants to understand the characteristics of customers from different perspective. This module addresses issues such as customer is the king and other illogical consumer behaviour.
10.30am-11.00am	**Morning Break**
11.00am-1.00pm	**Understanding Your Customers** In this module, the participants would learn the characteristics of happy and satisfied customers. The participants would learn various methods that would lead to customer dissatisfaction that might lead to customer complaints.
1.00pm-2.00pm	**Lunch**
2.00pm-3.30pm	**Great Expectations. Getting it Right the First Time** It is important to understand customer expectation. Customers always want the best in all situations. Different customer expectations contribute to different outcomes. This module helps the participants to understand the customers in holistic perspectives.
3.30pm-4.00pm	**Tea Break**
4.00pm-5.00pm	**Effective Communication as Key to Customer Satisfaction** This module covers several topics such as effective communication model, the verbal and nonverbal communication, the barrier during communication and enhancing customer satisfaction through communication.
Time	Day Two
9.00am– 10.30am	**Complaints, Feedback and Recovery** In this module, the participants would learn how to handle complaints, accepting feedback. The more important lesson in this module - the recovery. The participants would learn how to apply behavioural insights to convert unhappy customers into happy customers.

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10.30am-11.00am	**Morning Break**
11.00am-1.00pm	**Innovative and Creativity in Problem-solving** To increase customer satisfaction, the participants need to master themselves as problem solvers. Creativity and innovation skills in problem-solving would be shared with the participants to promote customer satisfaction.
1.00pm-2.00pm	**Lunch**
2.00pm-3.30pm	**Go Extra Miles for Customers** The participants would learn how to provide surprise and provide extra services to the customers. The participants would learn the behavioural intelligence strategy to promote customer satisfaction.
3.30pm-4.00pm	**Tea Break**
4.00pm-5.00pm	**Compassion in Customer Satisfaction** This module helps the participants to look at the customers' needs and wants at different perspectives. The participants need to consider how they want themselves to be served as a customer. This module mainly to create awareness of compassion and love to their customers.

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