

Maximizing the customer experience

Aim

Valuing current customers and attracting new ones

What's it all about?

If you don't look after your customers they'll simply - and probably quietly – take their business elsewhere. Which means you've wasted a sale. This workshop will explain what customers value, why and how to keep them happy: that way you'll direct time, effort and energy on what brings you the greatest return. While protecting and building your business.

Why iOpener?

We pride ourselves on the quality of our customer service, going beyond the extra mile to get things right. Since we started in 2003 we've retained all our clients because they value the high standards we set. For more, look at our client testimonial videos by clicking here.

How?

Participants need to come prepared to prepared to talk about customer issues which they handle well and those which they know could be better. They'll need to be prepared to think about what they personally could improve and to practice the skills to do this.

Participants?

A maximum of 12 participants allows us to have in-depth conversations and to practice the skills that make a difference. This workshop involves a high level of interactivity to embed learning.

Outcomes:

Participants will:

- Understand why the customer experience matters right now in this organization
- Learn about the key expectations customers have
- Think about the factors that impact relationships and critical interactions

- Know how to deal with customer challenges
- Develop a personal and practical take-away toolkit

Participants cover:

- Understanding the elements of a fantastic customer experience
- Learning about the business case for customer loss and retention
- Understanding how word-of-mouth works
- Thinking about factors that impact relationships and critical interactions
- Working to build instant connections with customers: face-to-face or on the phone
- Recognizing what to say and not say in any customer interaction
- Practice dealing with customers in tough situations
- Working with words, voice and body language
- Building trust: what and how to do this

Target group

Anyone who's job is customer-facing on a daily basis

Options

We can also:

- Run a facilitated session with managers to get their perspective on what's happening and why
- Organize a secret shopper experience
- Offer to run a forum theater experience
- Analyze the wider working environment and its affect on employees' ability to give their best experience. This would entail doing an internal customer audit.

Duration

1 day