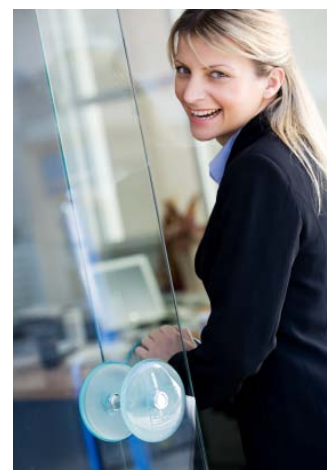


Customer Engagement

4 x 3 (3hr) modules

There is simply no doubt that there is a link between customer engagement and financial performance. Overall, companies with more engaged customers outperformed those with less engaged customers.

The problem is that customer satisfaction is a moving target that never stays still. The level of expectation is so high that if companies are not continually working at it they will not come close.



The Benefits

- Increased customer satisfaction
- Improved customer experience
- Increased customer loyalty
- Improved revenue
- Improved energy and motivation
- An organisational focus on the customer
- Increased customer lifetime value
- A measurable business competitive edge
- A customer engagement action plan

Who should attend?

Managers, team leaders and supervisors

Customer engagement covers four modules of three hours each run over four weeks. After each module participants will be given workplace activities to practice & apply.

"Engagement is needed more than ever during tough times, because it has a powerful impact on retention, growth and profits"

Business Wire 2008

What you will cover

- Barriers to providing high level customer service
- How customer engagement increases revenue
- Focusing and managing customers' expectations
- Responding to specific customer behaviours
- Creating lifetime value through developing relationships
- Develop loyalty programs
- Importance of recognising customer touch points
- Setting customer engagement goals

Your facilitator will provide up to three months of email and telephone support after your course!