



corporate training options

Beyond Customer Service - Effective Programs for Retaining your Customers

Overview & Learning Outcomes

Upon successful completion of this course you will know how to:

- Learn how good customer service can expand beyond the immediate sale
- Gain insights into the needs and expectations of customers
- Find ways to retain customers through training and effective communication
- Consider examples of quality customer service

Prerequisites

There are no pre-requisites for this course.

Duration:

1 Day

Courseware:

High quality learning materials are available for purchase by participants.

Corporate Training Options

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**Beyond Customer Service -
Effective Programs for Retaining your Customers
Training Course Outline**

Customer Service and Beyond

The Importance of Customer Service to Business Success
The Cost of Poor Customer Service
Keeping Your Customers
Reasons for Poor Service
Lifetime Value of a Customer
Lifetime Value and Marginal Net Worth
Customer Service: One, Two, Three
Seven Steps to a Successful Customer Service System

Know Your Customer

What Customers Really Need, Want and Expect
Determine How to Satisfy Customers
How to Get to the Wow Factor
Managing Angry Customers
Other Types of Difficult Customers

Customer Retention

Developing Customer Retention Programs
Internal and External Service
Retention Through Value Chains
Value-Added Service
Customer Service Marketing
Service Recovery: Another Look
How to C.A.R.E. for Your Customers
Retention Through Training
Rapport and Effective Communication
Tips for Long-Term Customer Retention

50 Ways to Keep Your Customers

Your Key to Long-Lasting Success
50 Ways to Keep Your Customers for Life
A Final Thought About Retention
25 Customer Retention Programs That Work

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