

THE IN-HOUSE TRAINING COMPANY

Profitable customer care

Overview

This is a customer care programme with a difference. It goes beyond the need to inspire staff to delight the customer – it produces sustainable outcomes to improve business performance as a result of better customer care.

Training objectives

The primary objective of this programme is to help create a cohesive team with vision and identifiable delivery benchmarks.

Audience

Managers, supervisors and any member of the front-end or back-office team that can influence the outcome.

Format

A highly interactive one-day course involving practical exercises, role play and case studies.

Special features

This programme can be delivered as an activity day across all levels of the organisation, with interactive exercises to assist in creating ownership by all within each level and to ensure that managers listen to the teams working for them.

Post-course management contact and review can also be provided, to facilitate problem-solving and to help support sustainable improvement.

The expert trainer

Steve is a highly-qualified evangelist for customer care, sales and marketing and the link between the two. With more than twenty years' experience of the hotels and hospitality sector (in organisations such as Holiday Inn, Corus, country house hotels and conference and leisure facilities), he has delivered new team development, organisational culture change and business turnarounds across a range of hospitality-related environments. His focus is always on empowering individuals and teams to facilitate added-value service delivery and exciting sales and marketing strategies based on the customer experience.

His lively, passionate style is put to good use in his training activities, where he can preach what he practices – delighting customers for organisational benefit.

Course outline

1 How to measure, manage and evaluate success

- How to determine your measurement indicators
- How to manage and disseminate the feedback and results
- Understanding what are your successes and achievements
- How to sustain growth

- 2 How to benchmark successfully**
 - Who and what are you measuring against?
 - Why is this important to you?
 - What will be the future benchmarks?
- 3 How to recognise what it is that is important to the client**
 - Understanding the client's perspective on good service
 - Capitalising on the relationship
 - Sustaining future business
 - Recognising changing needs
 - Rebuilding after organisational change
- 4 How to recognise profitable relationships**
 - What are your expectations from the client and are they profitable for your organisation?
 - What is the return on your relationship with the client?
 - How much do you want to add to the yield from this client?
 - What can you do to make a relationship profitable?
- 5 How to create a relationship**
 - Market research and knowledge of the market
 - What has your product got that the market wants?
 - How can you flex your product to meet different market demands?
 - Attracting interest in your product
 - Making the first contact
 - Successful client interview
 - Securing sustainable interest in your product offer
- 6 How to create added-value service perception and the effects this can have**
 - Pricing policy
 - Future relationships
 - Increased custom
- 7 How to establish and enhance customer loyalty**
 - Shared values
 - Customer retention strategies
 - Competitor sales strategies
- 8 360° appraisal of the team's abilities**
 - Feedback sessions
 - Gap analysis of team's shortcomings
 - Effective training and development planning
- 9 Planning the 'next step'**
 - Which clients do you want to retain?
 - Which clients do you want to target?
 - What resources do you need to be successful with future strategies?

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**TO DISCUSS YOUR TRAINING REQUIREMENTS
PLEASE CALL 01582 469080**

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