

Customer Relationships... that Last!

Target audience

- Anyone in direct or indirect contact with customers

Pre-requisites

- There are no pre-requisites for this course

Objectives

- Understand the factors that generate customer loyalty
- Understand and overcome hurdles in your relationships
- Combine influencing with respect for the customer
- Turn each key contact into a loyal relationship
- Focus on personal qualities for successful customer relationships

On-the-job benefits

- Influence customer relationships and enhance your work in customer relations
- Move beyond conventional customer relationships
- Enhance your interpersonal relationship skills
- Take a step back to become more skilled and effective in relationship-building

Benefits for the company

- Strengthen your competitive advantage
- Achieve lasting improvements in customer satisfaction and loyalty
- Improve staff motivation and commitment to customer service
- Make your staff more effective and productive

Special features of this course

Three levers for building customer relationships that last



- 1] Understand how to adapt to each customer and each type of contact
- 2] Empathise with your customers to build understanding relationships
- 3] Engage with the customer to create a lasting impression of efficacy and influence

The keys to lasting relationships in four course highlights

The cocktail game

Role-play: introduce yourself to the other participants, explain and debrief your experience

- > Make a good first impression

'Customer journey' workshop

- > Become aware of your role, based on the customer experience

'The blind and the dumb'

'Emotional event' in the form of a role-play:

- > Discover the barriers to communication
- > Experience the impact of emotions in relationships

'Difficult situations' workshop

In sub-groups of two or three people:

- > Handle difficult situations without compromising the customer relationship

Programme



Two 30' e-learning modules + Two-day classroom course + Three 30' e-learning modules



Customer relationship: the stakes

- ☐ Criteria for assessing customer satisfaction.
- ☐ Differentiating between customer satisfaction and customer preference.
- ☐ Identifying true exchanges with customers.
- ☐ The key emotions in creating customer loyalty.
- ☐ Managing the emotional aspect successfully.



Developing loyalty through customer relationships

- ☐ Focusing on customer satisfaction to develop loyalty.
- ☐ Understanding the levers of customer preference.
- ☐ Managing situations of dissatisfaction.
- ☐ Advising customers wisely to win repeat business.

1_ Understanding the drivers of customer preference

- Re-thinking your contribution to the customer relationship
- Distinguishing between customers' implicit and explicit expectations
- Analysing the mechanics of customer satisfaction
- What is customer loyalty?

2_ Developing your professional engagement towards customer service

- Linking your role to company goals
- Facing customers
- Managing customer conversations

3_ Showing empathy

- Exploring the impact of emotion in interpersonal communication
- Showing the customer respect and consideration
- Developing interpersonal confidence

4_ Influencing customers with integrity

- Enhancing your customer service skills
- Encouraging customer loyalty
- Preserving relationships in difficult situations

5_ Anchoring customer preference

- Keeping your promises to the customer
- Advising the customer wisely to win repeat business
- Anticipating customer needs and knowing how to surprise



Customer relationship: building trust

- ☐ Identifying the challenges of contact with customers.
- ☐ Enhancing your interpersonal relationship skills.
- ☐ Establishing close communication with customers.
- ☐ Preserving relationships in difficult situations.



Customer relationship: practising active listening

- ☐ Encouraging the expression of customer needs.
- ☐ Asking the right questions.
- ☐ Overcoming obstacles to mutual understanding.
- ☐ Showing empathetic listening using the appropriate techniques.



Customer relationship: reaching agreement

- ☐ Using customer needs to support your argument.
- ☐ Focusing on benefits for the customer.
- ☐ Using service-oriented vocabulary.
- ☐ Winning customer loyalty despite difficulties.

Key points

- > Assessments both before and after the course
- > E-learning modules accessible for 1 year
- > Personalised support throughout your course