

DELIGHT THE CUSTOMER

2-Days Program



The last decade of human research has concluded that the business world today is an emotional economy. Delighting the Customer is a way to capitalize and heighten the positive emotions that make your customers want to come back to you, talk about you to others and create more goodwill for you. This DOOR program is beyond just a workshop, it is about making a difference, it is about support and teamwork and most importantly it is about being of service to others.

Delight The Customer



Topics

- + Creating a service culture
- + Understanding stakeholders and their expectations
- + My role as a service professional
- + Principles and levels of service
- + Managing complaints
- + Skills to deliver service in my role

Training Objectives

At the end of this training you will be able to:

- 1 Explore the principles of service to strengthen my service mindset
- 2 Understand customer loyalty and what drives it
- 3 List the various elements and skills needed to deliver service in my role
- 4 Measure the service experience and its impact on the customer
- 5 Manage complaints effectively
- 6 Embody the 'spirit' of service to deliver a 'wow' experience

Duration

2 Days

WHEN YOU #DELIGHT YOUR CUSTOMER, YOU ARE ON THE WAY TO CREATING AN EXCEPTIONAL AND HIGH PROFITABLE BUSINESS.

Program Schedule

DAY ONE

Introduction to service economy

- + Changing face of service
- + Service economy
- + What is brand focus?
- + From service to centricity

Delivering service in my role

- + Principles of service
- + The service bubble
- + Stakeholders and their expectations
- + The COPIS model
- + My roles and responsibilities

Cementing customer loyalty

- + Difference between needs, wants, expectations and value
- + Types of customer needs
- + The ladder of loyalty and the part I play

DAY TWO

Delivering the 'right' experience

- + What can I serve you?
- + The 'moment of truth' experience
- + The paperboy description and learnings

Service skills and traits

- + The distinguished professionals
- + My service 'Slot'
- + Fundamental skills, tips and techniques

Delivering a delightful experience

- + Levels of service
- + The DUCK factor
- + Managing complaints

More information

If you would like to discuss any one of our programs please contact us.

T +49 (0) 611 157 59 00

E info@doortraining.com