

Think Customer Enthusiasm

Module-1 Successful Expectation Management

- Managing customer expectations and then exceeding them
- Set Expectations accordingly
- Only stir up conscious expectations
- Never make promises that you cannot keep

Module-2 Measures for More Customer Enthusiasm

- Deliver excellent performance at all times
- Surprise with additional services
- Offer unexpected services
- Customer Relationship Management
- Open Communication
- Regular exchange with customers
- Developed a strategy to receive and evaluate feedback

Module-3 Measure and Understand Customer Needs

- Address customers directly
- Emotional attitude of the customers
- The higher the number, the higher the likelihood of a recommendation
- Optimization and new customer acquisition

Module-4 New Customer Acquisition through Customer Enthusiasm

- Contact the critics directly
- Closing the feedback loop
- Dealing with detractors
- Customer ratings are therefore important factors in a purchase decision
- Cross-media reviews from real customers

Module-5 How Customers Gain Enthusiasm

- Retain customers over the long term
- Generate more sales
- Evaluate their feedback efficiently