

Beyond Customer Service

Day 1

Quality, Value and Customer Experience: What do they want (and why do they want it)?

- Quality is in the Eye of the Payer
- The Pursuit of Value, What is it (really)? How do we create it?
- Inside the Mind of the Customer – *Truth and Lies*
- Inside the Mind of the Customer – *The Irrational Purchaser*
- Behavioural Economics – *Why (almost) everything you knew about buying and selling is wrong?*
- Inside the Mind of the Customer – *Why “Do nothing” is such a powerful driver?*
- Inside the Mind of the Customer – *The Values “Iceberg”*

Day 2

Value Creation, Skills and Tools: How to create relevance, compliance, and value?

- Forensic Questioning Skills
- Active Listening Skills
- Survey Design
- The Science of Persuasion
- Inside the Mind of the Customer – *Personality Types*
- Communicating Value

Day 3

Customer Profiling Techniques: They may all be important, but they are not the same

- Market Segmentation Techniques
- Customer Personae
- Account Classification Techniques
- Finding your Client “Voice” by segment
- “Keep them forever” - *Customer Lifetime Value (CLV) Analysis*

Day 4

Value Capture: Getting Paid what you are worth

- Building Compelling Value Propositions
- Persuasive Dialogue Techniques
- Getting Your Message Across
- Getting Social – *Tools and Techniques for Customer Excellence in a Social World*
- Handling Awkward Customers
- Dealing with Difficult Situations
- Building Quantified Brand Propositions

Day 5

Bringing It All Together: Creating an actionable Customer Service Plan going forward

- Competitor Analysis Techniques
- Situational Analysis Tools
- Effective Customer Research Techniques
- Creating an Actionable, Sustainable Customer Service Plan
- Tools, Methods, Systems and Checklists to Stay on Track
- Summary and Close