

CLIENT ORIENTATION SKILLS (ADVANCED)

DURATION

2 days

OVERVIEW

This program looks at the impact of customer service on the bottom-line and how it fits with an organization's overall strategy. It provides the rationale for leaders to invest time, energy and resources in achieving customer service excellence and participants will learn how customer service is the foundation of sustainable competitive advantage. The module links client service to shareholder value, branding and culture and sets it within the context of marketing in its widest sense.

The course also emphasizes the role leaders and managers have in translating client orientation strategy into practical action through processes, scorecards and people leadership.

This workshop will utilize Transfer of Learning Methodologies to ensure that all skills learned in the workshop are implemented in the workplace. This entails action-learning and experiential activities using a range of interactive and experiential exercises, debates, case studies, games and visual images/video, through which participants will apply and practice workshop concepts in a safe environment to guarantee successful transfer of knowledge to the workplace

A subsidiary of:



www.Bbusinesss.com

TollFree
+971800 Bb World
2296753

CUSTOMER SERVICE

KEY MODULES

STRATEGIC CONTEXT

- Gaining sustainable competitive advantage
- Client orientation, culture and brand –
 - how they enable organizations to achieve higher margins, retain clients and enter new markets.
 - The Clients as assets
- across different departments: sales, accounts, service, complaints etc
- through different channels: face-to-face, telephone, email etc
- in different circumstances – new purchase, upgrade, question
- identifying improvements at every touch point

FINANCIAL CONTEXT

- Why conventional accounting misleads managers and destroys companies and organizations
- Understanding the value of a client –
 - acquisition,
 - retention,
 - churn and
 - revenues
- Shareholder value and client lifetime value – the new measures of success
- How to measure the impact of client service on client lifetime value

UNDERSTANDING CLIENTS

- clients are not equal – segmentation – the route to excellence and profits
- how to find out what clients really think, want, need, dislike, feel ...
- what clients want – physical and emotional elements of products and service

CLIENT TOUCH POINTS:

- defining and understanding the client touch points throughout the organization:

CULTURE AND BRAND

- developing appropriate attitudes and embedding client excellence in the culture of the organization
- Brand – “it’s not about advertising, it’s what your employees do” –
 - how to align branding messages with how client-facing staff behave;
 - how to ensure that everyone “lives the brand”

MAKING IT HAPPEN:

- understanding and overcoming barriers – attitudes, processes, resources
- translating client orientation strategy into action through processes
- scorecards –
 - identifying key measures and performance drivers throughout the organization, from senior leaders to client-facing staff and
 - developing initiatives and targets
- creating a systematic approach, including sharing of client data across the organization
- The individual action plan.

LEARNING OUTCOMES

- Understand the intricacies of client orientation.
- Work on gaining the sustainable competitive advantage by differentiating in service.
- Understand who their clients are and how they live and feel.
- Segment their clients into meaningful segments in order to cater better for their needs/
- Distinguish between their client wants and needs.
- Improve the touch points with client
- Develop the brand of their service/
- Foster the culture of client orientation in their organization.
- Monitor and follow- up the progress in client orientation initiatives.

A subsidiary of:



www.Bbusiness.com

TollFree
+971800 Bb World
2296753