

CUSTOMER JOURNEY



Overview

With increasing choice and financial pressures customers are becoming more discriminating with their choices and are requiring a much higher level of service to make relationships memorable & long lasting. In today's competitive markets, customer facing staff need to deliver excellent internal and external customer experiences and have an increased ability to up sell products and services and to maximise profits. This course is designed to give those staff the skills to lead by example and deliver and maintain that level of service to ensure existing customers are retained and new ones satisfied.

Who is it for?

For all customer facing staff and managers who want to improve upon existing customer service, enhance customer experience and increase sales opportunities.

Course content to include...

- Sales vs. Customer Service - commonalities and the importance of the customer life cycle
- The customer journey and key contact points
- Increasing knowledge of potential customer experience in terms of available products and services
- Learn an effective strategy for up selling
- How to add value to services & products
- Identify different customers and their needs
- Understand & manage customer expectations
- Communicating benefits to your customers
- Relationship building and how to achieve effective partnerships

By the end of the course learners will be able to...

- Enhance the service levels throughout the entire customer journey
- Communicate effectively with existing & potential customers
- Increase customer retention levels
- Contribute to on-going sales cycle

"Excellent course with a relaxed and interactive nature; it really suited the purpose"

