

Customer Care Strategy

Learning outcomes

Aim: identify a planned approach to customer care and measure the impact on the bottom line

Define the vision

- ▶ Have a vision
- ▶ What do customers want?
- ▶ Professional levels of service to meet customer needs and achieve the vision
- ▶ What do your competitors do?

Communicate the vision

- ▶ Get people on board
- ▶ Involve staff in creative thinking
- ▶ Communication across teams

Set standards

- ▶ Define standards of behaviour
- ▶ Use expertise and strengths to promote success
- ▶ Processes to monitor progress

Measure results effectively

- ▶ Efficiency v effectiveness measures
- ▶ How to involve the team in designing measures
- ▶ How to reward success without spending fortune

“If you continue to measure your performance in the same old ways, you will perform in the same old way.”

Peter Drucker

It's very easy to deal with customers in the same old way without thinking through what needs to be achieved.

This course will help managers create and communicate a customer care strategy that is unique to their organisation and target customers

Programme style

- ▶ Case studies
- ▶ Lots of real examples from the commercial world
- ▶ Lateral and creative thinking
- ▶ Lively and interactive

Evaluation

- ▶ Design a strategy for your department with measures and involve the team

Two day course

Regional venue