

*Intellects Biz*



**CustomerCare**

Skills & Processes for 'Customer Delight'



## CustomerCare

### Skills & Processes for 'Customer Delight'

*When a product or service meets a customer's expectation, the customer is usually satisfied. But, when a product or service exceeds a customer's expectation, the customer is usually delighted. The distinction between 'customer satisfaction' and 'customer delight' is not of words but of quality of product, service, delivery, value for money and aesthetics. A good service delivery system, with an integrated sales team, supportive back-end multi-functionary team, added with an empowered front-line, with the 'will' to champion customers' heart, makes all the difference. CustomerCare is designed to leapfrog beyond 'customer delight'.*

#### **Program Objectives**

At the end of the program, participants will:

- acquire the skills and learn the processes to create 'customer delight'
- learn how to win the hearts of customers by following the practice of 'Moments of Truth'
- become aware that customer-care is but a function of 'multi-disciplinary empowered teams'

#### **Contents**

##### **1. Effective Delivery System**

Seven steps for developing an effective delivery system; techniques to serve different types of customers; Cause-and-Effect analysis; five skills to recover the failed delivery system; signs of bad delivery system

##### **2. Winning with the complaints**

LLARAA technique to manage the genuine complaints -- Look, Listen, Affirm, Re-state, Ask and Act. The art of managing 'difficult customers. Take charge of the situations while handling genuine and difficult customers.

##### **3. Moments of Truth -- Mot**

MoT is considered as the key of the unprecedented success of SAS under the leadership of Jan Carlzon, the former CEO. "The first 15 second-encounter between customer and the front-line sales person is decisive," Carlzon believes. MoT -- the forgotten management philosophy and practice -- has been revived, polished and updated by 'Intellects Biz' for new age managers.

##### **4. Empowerment of Front-line Force**

Empowering of the front-line force is the basic issue in creating 'customer delight'. Further, it is a farce belief that 'customer care' is a

function of sales team alone. No, it needs the support of back-end multi-disciplinary team.

#### **Methodology -- the fun way**

This highly interactive 2-day program combines several exciting training methodologies, such as PowerPoint and KeyNote presentations, case-studies, role plays, group discussions, group exercises, film shows, and quiz. 'Learning is a fun' is our motto.

#### **For Whom**

Besides the front-line sales and services teams, marketing managers & marketing chiefs, we strongly recommend participation of a 'multi-disciplinary team (including HODs and SBU chiefs) for gaining optimum benefit from this unique workshop.

#### **For enquiries**

Please contact us at:

Intellects Biz, Fairyland, 5 BHEL Enclave, Akbar Road, Secunderabad -- 500 009

Tel: +91-40-55458185

Mobile: +91-9848049944

Telefax: +91-40-27754716

Email: [reachus@intellects.biz](mailto:reachus@intellects.biz)

Website: [www.intellects.biz](http://www.intellects.biz)

- acquire skills to deal difficult customers and winning with genuine complaints