

# Creating and Leading Customer Oriented Teams

Becoming the Preferred Supplier

## Target audience

- Managers whose team members are in direct or indirect contact with customers

## Pre-requisites

- There are no pre-requisites for this course

## Objectives

- Understand how customer enthusiasm contributes to your company's growth
- Identify the management practices that build customer relationships that last
- Focus your team's approach on customer relationships that last
- Build your team's customer-focused initiative and proactiveness

## On-the-job benefits

- Blend customer focus into your team management
- Encourage your team to build customer enthusiasm
- Build more cooperative relationships

## Benefits for the company

- Manager dedication to customer loyalty
- Customer-focused initiative and proactiveness
- Smoother cross-functional operations
- More customer enthusiasm and fewer disputes
- More loyal customers who will be happy to recommend you

## Special features of this course

The three pillars of management focused on customer relationships that last



Five case studies to zoom in on and boost your team's customer focus

### Mission 1 :

Identify your team's direct and indirect contributions to customer satisfaction and loyalty

### Mission 2 :

Analyse and use feedback from your service-quality barometer

### Mission 3 :

Map out your team's customer-focus action plan

### Mission 4 :

Deal with complaints

### Mission 5 :

Communicate to enhance customer-focused cooperation

- 1] Promoting **Customer Culture** to build meaning into day-to-day duties
- 2] Building team **Proactiveness** to earn customer preference
- 3] Supporting team **Enthusiasm** to build customer relationships that last

# Programme



## Two 30' e-learning modules

## + Two-day classroom course

## + Three 30' e-learning modules



### Key factors in long-term customer relationships

- ❑ Identifying the benefits of developing customer loyalty.
- ❑ Defining the keys that enable you to keep a customer loyal.
- ❑ Priority 1: reducing the sources of discontent.
- ❑ Priority 2: generating enthusiasm in the customer.
- ❑ Mission: long-term customer relations.



### Role of the manager in long-term customer relations

- ❑ Drawing the links between your team's work and customer satisfaction.
- ❑ Defining the attitudes of the customer-focused manager.
- ❑ Three levers for developing the customer focus of your staff.

### 1\_ Turning customers into your company's best allies

- Customer loyalty: a growth driver
- Three basic notions: customer satisfaction, customer preference and customer loyalty
- How to generate enthusiasm

### 2\_ Playing a part in managing the alliance with your customers

- The customer pathway and process
- What have you done for your customers today? (A self-assessment)
- Satisfaction levels, verbatim feedback and complaints: listening to customers
- Customer expectations and the progress plan

### 3\_ Building your team's customer culture

- Helping your team understand its contribution
- Stimulating curiosity about the market and competition
- Making sure your team members know your products and services
- Training 'pro' team members who are in touch with customers

### 4\_ Making your team more proactive

- Putting customer satisfaction back at the centre of the team and team member's role
- Productivity, service quality and customer satisfaction
- Defining latitude and escalation rules for unexpected developments or complaints

### 5\_ Supporting your team's cooperation to boost customer enthusiasm

- Establishing and encouraging solidarity within the team
- Solving problems that do not depend on team members
- Using the company's strengths and business success to build your team's pride



### Building customer enthusiasm

- ❑ Injecting fresh enthusiasm.
- ❑ Identifying the key areas for improvement.
- ❑ Building customer enthusiasm in five ways.
- ❑ Customer enthusiasm: an individual and collective victory.



### Handling claims in long-term customer relationships

- ❑ Making complaint handling one of your key priorities.
- ❑ Transforming a complaint into an opportunity to develop loyalty.
- ❑ Implementing the complaint handling process.
- ❑ Increasing the customer loyalty rate.



### Developing internal cooperation for customers

- ❑ Defining customer enthusiasm: a collective challenge.
- ❑ Sharing the same vision of the customer within your teams.
- ❑ Contractualising your internal services.
- ❑ Creating the conditions for customer-focused cooperation.

## Key points

- > Assessments both before and after the course
- > E-learning modules accessible for 1 year
- > Personalised support throughout your course