

Passion For Customers

Worked with five live video case studies that are both entertaining and educational.

Overview

Session 1 - What are you really providing?

This session focuses on redefining the mundane. The course objective is to have participants discover eight ways in which to differentiate their service and interaction from other than what they're doing now.

Session 2 - How close are you to your customers?

This session focuses on listening and measuring customer satisfaction (internally and/or externally). If you are only listening to your customers sometimes, it is not enough. Also examined in this section is the high cost of losing a customer, based on technical assistant research statistics.

Session 3 - Examine your people policies

This session focuses on cherishing your people, which is summed up in this principle: treat your customer, treat your supplier, treat all people the way that you want to be treated.

Session 4 - How do you compare?

We compare you to some of the best case studies of similar industries around the world, comparing what you think and what actually happens. This focuses on responding quickly to customer needs.

Session 5 - Are you obsessed about quality in service?

This session shows that providing superior quality in service pays. This is about focusing obsessive attention on quality and service through scores of tiny things done extremely well.

Session 6 - Action Plan

Participants will be challenged to form an action chart where they will write their own action plan with two or three steps under each of the following:

- Redefining the mundane
- Listening and measuring customer satisfaction
- Cherishing the front line
- Responding quickly to customer needs
- Focusing obsessively on quality and service

Objectives

- To provoke each person into realising the need to change their view of customers
- To equip attendees with the examples of other excellent customer centred organisations
- To help each individual to build an action plan within the newly learned framework of passion for customers

Outline

- Action chart
- Passion for customers
- The high cost of losing a customer
- Case study: Louisville Redbirds (live video footage)
- Exercise: What are you really providing?
- Case study: Federal Express (live video footage)
- Exercise: How close are you to your customers?
- Case study: Worthington Industries (live video footage)
- Exercise: Examine your people policies
- Case study: The Limited (live video footage)
- Exercise: How do you compare?
- Case study: University National Bank (live video footage)
- Exercise: Are you obsessive about quality and service