

Beyond Customer Service

Program Highlights:

This book can help you and your organization go beyond customer service to retain and satisfy established clientele. Within this self-study guide are 50 useful tips to increase customer satisfaction, generate meaningful feedback, and develop loyalty.

Learning Objectives:

- Learn how good customer service can expand beyond the immediate sale
- Gain insights into the needs and expectations of customers
- Find ways to retain customers through employee training and effective communication
- Consider examples of quality customer service



Target Audience:

All employees through frontline leaders



Stand Out!

Course Outline

	DESCRIPTION
UNIT 1: Customer Service and Beyond	<ul style="list-style-type: none">• The importance of customer service to business success• The cost of poor customer service• Keeping your customers• Reasons for poor service• Lifetime value of a customer• Lifetime value and marginal net worth• Customer service: one, two, three
UNIT 2: Know Your Customer	<ul style="list-style-type: none">• What customer really need, want and expect• Determine how to satisfy customers• How to get to the WOW factor• Managing angry customers
UNIT 3: Customer Retention	<ul style="list-style-type: none">• Developing customer retention programs• Internal and external service• Retention through value chains• Value-Added service• Customer service marketing• Service recovery: Another look• Retention through training• Tips for long-term customer retention
UNIT 4: 50 Ways to Keep Your Customers	<ul style="list-style-type: none">• Your key to long-lasting success• 50 ways to keep your customers for life• A final thought about retention• 25 customer retention programs that work