

Service Excellence

The Relationship Connection

This is the era of customer sovereignty, or maybe even customer rebellion.

Many of the service concepts of the past decade are now obsolete.

Customers are rightly insisting on getting what they have paid for, products that work, on time delivery and courtesy at the point of contact.

Every business, private or public, large or small, to thrive and survive needs to be prepared to meet the challenge of higher levels of service.

Today, customers need to be redefined as anyone who could influence the way you do business.

Success goes to those companies prepared to embrace positive relationship management in every area of business activity.

In this ideas packed and motivational presentation, you'll learn the secrets of profitable relationship marketing to integrate into every area of activity.

This stimulating and ideas packed presentation, delivers proven and valuable strategies to lift energy in your business, with real value in a changing world.

Depending on needs and time available, here are some of the key concepts and issues that can be addressed in presentation or workshop format.

- How to maximise customer focus in every area of the business.
- How customer motivations and expectations are created and how to manage them effectively.
- How to recognise and overcome the eight basic reasons that stop people delivering winning customer service.
- How to anticipate and manage changing marketplace perceptions.
- How to diffuse complaints and turn them into opportunities.
- How to manage aggressive and abusive behaviours.
- How to build rapport and open communications quickly and easily.
- How to build ongoing goodwill through the lifetime value of a customer.
- How self-image, self-esteem and the power of workgroup culture can dramatically effect customer communications and satisfaction.
- How to maximise team commitment to business development through service.
- How to measure the moments of truth that a customer experiences when doing business with your organisation.
- How to develop low cost, effective, on-going satisfaction research.
- How to balance the service needs of external and internal customers.

This inspirational and powerful address can be tailored to each client's needs including retail, commercial, industrial, and government enterprise. Focus can be targeted to address service issues with 'external and/or internal' customers.

