

## **Customer Orientation Techniques for Client Management By Josephine Teo**

### **BACKGROUND**

Customers are the life blood of the organisation and the reason of existence of any department in the organisation. A customer-oriented organisation places the customer at the core in all areas of its business – vision, values, goals, strategies, touch points, processes, operations, support, etc. In today's dynamic business environment where customer loyalty is declining, it is imperative that you find a way to your customers' hearts to retain them and to win over new customers.

### **COURSE OVERVIEW**

#### **Appreciate and Empathise with Your Customers**

- Customers Are Not Equal
- Understand the Value of a Customer
- Importance of Focusing on the Customer
- Recognise Customers' Needs and Wants
- Identify Customers' Expectations

#### **Develop Emotional Intelligence to Deal With Customers**

- Goleman's Emotional Intelligence Model
- Self Awareness
- Self Regulation
- Motivation
- Empathy
- Social Skills

#### **Customer Orientation and Service Excellence**

- Principles of Service Excellence
- Do You Have the Right Mindset?
- Your Personal Assessment

#### **Customer Touchpoints**

- What are Customer Touchpoints?
- Making Touchpoints Customer Focused

#### **Customer Feedback**

- Moments of Truth
- Voice of Customer

# **BUSINESS FUTURE**

## **C O N S U L T I N G**

### **Handle Challenging Customers**

- Managing Customer Complaints
- Dealing With Angry Customers
- How to Resolve Conflicts
- How to Say “No” Nicely
- The Art of Apologising

### **Win Over Customers**

- Cialdini’s Six Principles of Influence
  - Principle #1: Reciprocation
  - Principle #2: Commitment and Consistency
  - Principle #3: Social Proof
  - Principle #4: Liking
  - Principle #5: Authority
  - Principle #6: Scarcity

### **Create Customer WOWs**

- Principles of Customer WOWs
- Creating Customer WOWs in Your Organisation

### **Becoming a Customer Centric Organisation**

- Building Emotional Engagement with Customers
- Customer Experience Management
- Customer Related Performance Measures and Rewards

## **LEARNING OBJECTIVES**

By the end of the programme, participants will be able to:

- Gain holistic appreciation of the importance of their customers
- Apply emotional intelligence techniques to manage their customers
- Develop strategies to create the WOW in customer experience

## **LEARNING METHODOLOGY**

The course will be activity-based including interactive with experiential and accelerated learning. Participants will be engaged in group discussions, role plays and case studies for optimal learning and maximum results.

## **TARGET AUDIENCE**

Professionals and executives who are involved in creating positive service touchpoints and experiences for their customers.

**BUSINESS FUTURE**  
**C O N S U L T I N G**

**IN COMPANY COURSE DETAILS**

Course Duration - 2 days

Time – 9 am to 5 pm

Venue – Either held at client's premises or any venue proposed by client

Any further enquiries, please contact us at

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