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Development Training

Course Details

Code: **CS2** – Contact Dwight Davis for arrangements regarding this course.

Name: **CUSTOMER SATISFACTION AND RETENTION**

Type: Team and Personal Skills Development for employees, supervisors, and managers

Duration: 1 Half Day – 8:30 A.M. to 12:30 P.M. or 8:00 A.M. to 12:00 Noon (suggestions only)

Estimated Cost: Contact us for a quote tailored to your specific requirements.

Description: This course will provide your employees with improved understanding and development of customer relations principles and skills used in building and developing satisfied customer relationships and customer retention.

The topics to be discussed are as follows**:

- Customer attitudes, expectations, and behaviors
- Building and maintaining excellent customer relationships
- Know your customer
- Customer's pre-purchase impression
- Customer's purchase experience
- Customer's post-purchase satisfaction
- Customer loyalty programs
- Five drivers of customer equity
- Customer satisfaction measurement
- Customer loyalty and retention

**** Please note that this package is currently being revised and there may be some changes in content.)**

Objectives: Upon successful completion of this training, your employees will have an improved understanding of customer relations principles and skills. Participants will be able to use these additional skills to improve customer satisfaction and customer retention.

Course Delivery Method:

The format is classroom workshop facilitation training and instruction.

Course Materials:

There is one (1) presentation package for this course with handout packages for participants. "Customer Satisfaction and Retention" – 30 plus pages.

Notes:

Feel free to bring paper and writing instrument to take notes.

This course will be "fun" as well as educational! You learn MORE when you are having fun!