

BELIEVING IN AUTHENTIC LEARNING

Training Program

**CUSTOMER CARE
& CUSTOMER
LOYALTY**



Training Program

CUSTOMER CARE & CUSTOMER LOYALTY

"80% of your company's future revenue will come from just **20%** of your existing customers" - *Gartner Group*.

The enterprises succeed in their business (service, production, or trade): (1) Not only take care of the customers during sales but also after sales procedure; (2) Keep a "standard" and a "class" in doing their customer care thanks to "owning" a professional and well-trained business executive staffs for sales and customer care.

With such those views, PACE's **"Customer Care & Customer Loyalty"** training program is created in order to help the company's staffs become more expert in executing the customer care and more successful in performing sales.

This program has been studied, designed and composed, together with consecutively upgraded and improved to be more appropriate with the changes and challenges of current business environment.

The program helps you not only know how to take care of the customers in a professional way but also turn "the customer" into "the partner"; turn "the partner" into "the client".

This training program is not only helping the participants know how to take care of the customers in the present business environment but also know how to develop loyal customers and attract more customers based on current customer database; know how to turn "the customer" into "the partner" (loyal customer) and then, turn "the partner" into "the client" (the customers desire PACE to go through the development with them); know how to build "sales culture" for themselves; know how to strengthen a professional "sales and customer care culture" for all staffs.

TARGET PARTICIPANTS

- Executives at all management levels;
- Middle managers (managers at various levels such as functional managers and deputy managers of departments/ divisions);
- Any executives who directly interact with customers, and who are interested in being equipped with the knowledge and skills to serve customers successfully;

TRAINING OBJECTIVES

After completing this course, attendees will be able to:

- Gain in-depth knowledge of important principles in customer care and customer service in modern business environment;
- Understand a clear portrait of today's customer, their needs, expectations, and key factors influencing their decisions as well as their brand loyalty toward a company's services and products;
- Be aware of essential principles, procedures, methods, tools and techniques for driving outstanding care and customer service;
- Develop deeper understanding in effective customer care and customer service programs and learn how to enhance management capabilities to ensure the optimal effectiveness of customer care and customer service program;
- Understand and know how to apply the PACE's customer development model that follows the flow: Customer Client Partner. The CCP captures the process of care for and developing customers and leveraging those relationships by turning them into loyal customers and ultimately strategic partners;
- Understand and know how to apply the TBHC Model on how to build a high-performing sales culture and customer service culture that follows the flow: Thought Behaviors Habits Characters.

PROGRAM CONTENT

Part I: Overview of customer care and customer service

- Business & challenges in the current business environment;
- Customer care and customer service in the modern business environment:
 - Customer service and customer care: What are the differences?
 - Optimizing the company's competitive advantage in customer care & customer service.
- Who is in charge of customer care and customer service?

Part II: Effective methods in customer care & customer service

- Understanding customer characteristics to deliver effective customer care & customer service:
 - Customers and customer choices;
 - Demands and expectations;
 - Customer satisfaction levels;
 - Handling complaints & customer concerns;
 - Portraits of a traditional customer and a modern customer.

Part III: "CCP" customer development model

- Customer - The process of contacting and meeting the needs of customers (sales);
- Client - Using Customer Care to develop your customers into your clients;
- Partner - Using Customer Care to develop clients into partners;
- How to approach and take care of VIP customers.

Part IV: Models to build "sales culture" and "customer care & customer service culture": "TBHC" Model

- Thought - To be deeply aware of the core elements of customer care that involves sales, service, and professionalism;
- Behaviors - Professional behaviors in sales and customer care:
 - Attitude: Professional attitude towards clients and behavioral standards to achieve excellence in customer service;
 - Skills: Professional skills, hard skills (Fluency in any equipment related to sales and customer service), soft skills (Communication Skills, using the telephone, email, fax. etc.), skills in handling customer objection and customer complaints, presentation skills and negotiation;
 - Appearance: Appearance should be consistent with each enterprise and within each service sectors, which includes body language, professional demeanors, posture and apparel.
- Habits - Professional habits in sales and customer care;
- Character/Culture - Professional character and culture in sales and customer care.

DURATION & TUITION

- Duration: The total duration of the program is **04 sessions** (equivalent to 12 hours). You can choose to study in the evening, weekdays or weekends. Please see the detailed schedule of upcoming courses on PACE's website: www.PACE.edu.vn.
- Tuition: For the official fee and preferential policy for early fee transfer or group registration, please see details on PACE's website www.PACE.edu.vn or contact PACE's Training Consulting and Training Department.

The logo features the word "PACE" in a large, bold, blue sans-serif font. A small blue triangle is positioned between the 'A' and 'C'. Below "PACE" is the text "INSTITUTE OF MANAGEMENT" in a smaller, blue, all-caps sans-serif font. The entire logo is centered within a white diamond shape, which is outlined by a blue border. To the left of the diamond is a dark blue geometric shape, and to the right is a light blue geometric shape, both pointing towards the center.

PACE

INSTITUTE OF MANAGEMENT

PACE Building

195-197 Nguyen Thai Binh Street, Ben Thanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

PACE Building

341 Nguyen Trai Street, Cau Ong Lanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

Hanoi Office

Coalimex Building (Floor 2), 33 Trang Thi Street, Cua Nam Ward
(former Hoan Kiem District)

☎ (028) 3837.0208 (HCMC)

☎ (024) 3646.2828 (Hanoi)

✉ contact@PACE.edu.vn

🌐 www.PACE.edu.vn