
Customer Delight – An Introduction

A one day programme

An important thing to remember is that customer performance figures are historical; real live customers are your present and your future. You can liken it to driving a car. Figures are important and need careful examination, but are your rear view mirror. Whereas customers are at the front of your organisation as pedestrians are at the front of your car. It is more important to spend most of your time looking where you are going. See what is happening to your customers, as whatever they are doing you need to be following close behind or better still work in collaboration with them. In this programme, we show you how to move customers from being just satisfied, to being delighted with the service you provide.

Key elements of customer delight

Customers get accustomed to a standard level of service. Once a company has a customer service culture it needs to implement a programme to delight the customer. To differentiate your company from the competition you need to do more, you need to give customers a WOW factor, and delight them. The key to achieving a WOW factor is to go to extreme lengths, search for ways to excel. For example, the people at the American store Nordstrom carry customer's goods to the car and if the parking meter is overtime, they put the money in the meter or if the car has a flat tyre, they change the wheel! It is by going to extremes that you can beat the competition. The foundation of establishing a service gap between you and the opposition is your staff; it is only with top class staff that a WOW factor is possible. However, service is a lifelong job and you have to keep on improving, as each step you make becomes a standard within six months and customers take it for granted.

The programme enables participants to:

- How to assess customer values
- Set up service objectives
- Understand how dissatisfied customers are created
- Move customers from satisfaction to delight
- Manage customer expectations effectively
- Develop leadership in customer care

Learning outcomes

Delegates will understand the key elements required to raise the levels of service from satisfaction to delight in a way that fits their organisations culture and financial limitations. They will also understand how managing customer's expectation plays a key role in this process of moving to delight customers. Finally, they will be able to apply methods that ensure if they make a mistake; the customer remembers a spectacular recovery and not the mistake.

Programme Agenda

Customer Delight

The business and the customer
Customer perspectives
How to WOW customers
Customer gap analysis

Managing Customer Expectations

Reliability
Responsiveness
Assurance
Empathy
The internal service to delight

Customer Care and Leadership

Leadership beginnings
The elements of leadership
How to improve leadership
The essence of leadership

Typical delegates are:

Managers and their staff who have introduced customer care and now wish to move on and create an innovative and unique service tailored to their customers.

Customer Service Objectives

Customer levels of satisfaction
Creating a satisfied customer
Creating a dissatisfied customer
How to create a delighted customer

Customer Feedback

How to get accurate feedback
Customer feedback forms
What to do with feedback
Detailed feedback and analysis