



PROJACS ACADEMY  
by egis



# Mastering Customer Care and Loyalty

التميز في خدمة ومتابعة العملاء

08 – 12 May 2023

Istanbul / Turkey

## Introduction

Every brand wants to develop impactful customer retention and loyalty strategies. Sales and service people dream of winning and retaining customers. Satisfied customers lead to increased employee productivity.

Projacs Academy's Mastering Customer Care and Loyalty Training Program empowers you to improve your abilities and enhance your customer service skills by going the extra mile for the customer.

## Objectives

Upon completing this training program successfully, participants will be able to:

- Enhance the customer satisfaction.
- Empathize with the customer and understand his requirements.
- Identify the values required for excelling in customer service.
- Recognize the importance of customer service – Use a customer-focused approach.
- Increase customer care and loyalty.
- Build a customer loyalty strategy to increase profits.
- Analyze customer behaviors and have a high-level customer satisfaction index.
- Develop customer loyalty strategy and customize it to fit the requirement.
- Understand the nature of customer loyalty and apply it in relationships.

## Who Should Attend?

- Sales and marketing team employees
- Strategic Planners in the Customer Loyalty Department
- Team Managers
- Customer-facing executives
- Team leaders in Customer-facing teams / Contact Centers

## Course Outline

### MODULE 1: Know and understand your customer.

- Define Customer Retention
- Understand Customer Loyalty
- Understand the Key customer requirements.
- Know Customer Delight and differentiate from delivering the basics.
- Create a journey path and define the ways of creating customer loyalty.
- Understanding customer expectations

### MODULE 2: Measuring Loyalty

- Find ways to measure current customers loyalty.
- Find the current reality of the methods measuring retention.
- Use smart goals to create a Vision – know the current reality and the place where you want to reach.
- Understand the benefits of customer service.

### MODULE 3: Using the Data

- Use CRM and analytics to know the customer needs.
- Key Loyalty Measurements
- Use Customer Satisfaction Index to find the real picture.
- Create a survey design.
- Track the customer retention rate.

### MODULE 4: Understand why customers don't stay.

- Problems in demand fulfilment
- Why do customers move away?
- Problems that result in sales loss

### MODULE 5: Segment the Customer Base

- The role of culture and personality in recognizing behavior
- A Territory Driven Approach
- Customer Segmentation | B2B, B2C, Demographics

### MODULE 6: Listen to their requirements and what will make them happy.

- Create empathy with the customer.
- Recognize the role of listening.
- What are the levels of listening?
- Improve Listening step-by-step.
- Difference between listening and hearing
- Managing conflicts with ease

### MODULE 7: Creating Customer Loyalty – 1

- What are the 8 ways to retain customers?
- Learning 4 Steps of Exceptional Customer Loyalty
- Top 6 customer retention tactics

## MODULE 8: Creating Customer Loyalty – 2

- Build a model for customer loyalty.
- Tips to ensure customer delight.
- Build Customer Loyalty Schemes

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a binder containing a copy of the presentation.
- slides and handouts.
- Post-assessment

## Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

## Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

## Course Fees\*

- **3,200 USD**  
*\*VAT is Excluded If Applicable*



## المقدمة

تريد كل علامة تجارية تطوير استراتيجيات فعالة لخدمة والاحتفاظ بالعملاء والولاء. يحلم موظفو المبيعات والخدمة بالفوز بالعملاء والاحتفاظ بهم. رضا العملاء يؤدي إلى زيادة إنتاجية الموظفين.

يُمكنك برنامج التميز في خدمة العملاء التابع لأكاديمية بروجاكس من تحسين قدراتك وتعزيز مهارات خدمة العملاء لديك من خلال بذل جهد إضافي للعملاء.

## الاهداف

عند الانتهاء من هذا البرنامج التدريبي بنجاح، سيتمكن المشاركون من:

- تعزيز رضا العملاء.
- التعاطف مع العميل وفهم متطلباته.
- تحديد القيم المطلوبة للتميز في خدمة العملاء.
- التعرف على أهمية خدمة العملاء - استخدام نهج يركز على العملاء.
- زيادة رعاية العملاء وولائهم.
- بناء استراتيجيات ولاء العملاء لزيادة الأرباح.
- تحليل سلوكيات العملاء والحصول على مؤشر رضا العملاء عالي المستوى.
- تطوير استراتيجيات ولاء العملاء وتخصيصها لتناسب المتطلبات.
- فهم طبيعة ولاء العملاء وتطبيقها في العلاقات.

## الحضور

- موظفي فريق المبيعات والتسويق
- المخططون الاستراتيجيين في قسم ولاء العملاء
- مديري الفرق
- المديرين التنفيذيين الذين يتعاملون مع العملاء
- قادة الفرق في فرق التعامل مع العملاء / مراكز الاتصال