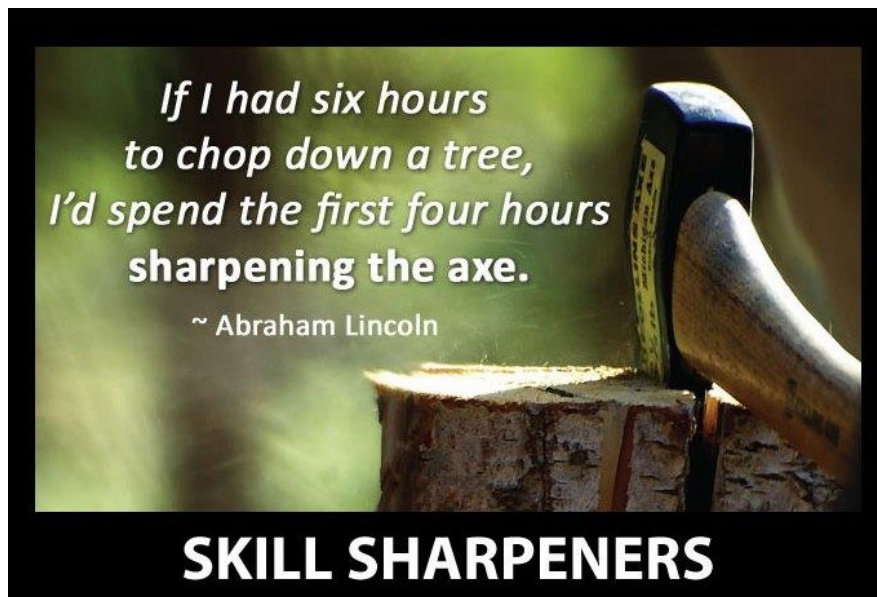


Skill Sharpeners

Customer Care – Contents



This Skill Sharpeners series on customer care is highly suitable for anybody and everybody in business and should be essential self-help coaching. It is particularly relevant to any person who interfaces with customers and clients. These Skill Sharpeners coaching sessions when applied will without doubt bring in more business and keep you always in front of your competitors. Just jam packed with instantly usable ideas, concepts and techniques that earn customer loyalty. These sessions will inspire the viewer to greater success, achievement and performance.

1. Four ages of power

- The challenges of change
- The fear of change
- The four ages of power
- Customer led and sales driven
- Customer satisfaction is out of date
- Customers or ambassadors

2. What does customer care mean?

- The mystery of service that everybody claims they give
- Service and expectation
- What is customer care as against service?
- It costs six times more to get a new customer than keep one
- Developing customer loyalty
- Create fans not customers

3. Lifetime value

- The cost of winning new customers
- The customer prevention department
- What is lifetime value
- The three charts illustrating lifetime value
- The hairdresser example
- The value of mystery shopping

4. Customer surveys – to do or not to do?

- The difference between surveys and mystery shopping
- What is and how to do mystery shopping?
- Customer satisfaction surveys are out of date
- How to do an effective customer care survey
- When and when not to do surveys
- How to rate the buying experience

5. Why do customers quit?

- Believing your own propaganda
- Over promising and under delivering
- The two quit charts
- The danger of indifference
- Hire attitude
- Train to understand care

7. What is a customer led culture?

- What is a customer led culture?
- The normal business chart
- Don't chase profit
- Better staff retention
- Castle Hotel story
- Increasing profits through customer care

9. What's in it for me?

- What's in it for me?
- Sharing the rewards
- The importance of staff motivation
- Tangible customer care
- The most successful department store
- The value of sharing success

11. Internal relationships and communication

- Effective internal communication
- Email is not a management tool
- Become solution focussed not problem focussed
- Management must talk to staff
- The power of effective communication
- The Nissan story

6. Who is the customer?

- The customer that pays the wages
- The three groups of customers
- The boss as a customer
- The silo mentality
- Who do you provide a service to?
- Compile your own list of customers

8. Leading a customer care culture

- When the leaders are leading
- The undercover boss
- Customer care is not the flavour of the month
- Lead people by example
- Care about your people / your customers
- Give praise and recognition

10. Improving internal customer care

- Being reliable
- Loyalty should not be expected
- Responding fast
- Be careful with email
- Keep people well informed
- Have regular customer care meetings

12. The importance of the suppliers

- Are suppliers still the enemy?
- The effectiveness of buyers
- The dangers of procurement
- Suppliers as customers
- Help suppliers to become successful
- Suppliers to be part of the team

13. What do customers want?

- A customer led attitude
- It does what it says it should
- Customers would like an experience
- Customers would like to recommend us
- If something goes wrong?
- Risk reversal

14. The golden telephone

- The telephone as an important tool
- Answer the telephone with a person
- Eight top telephone tips
- Avoid voicemail
- Be enthusiastic
- No reply from the sales office!!!!

15. Tangible and intangible caring

- What is the difference?
- Tangible customer care and the bribery act
- Tangible customer care for B to B
- Tangible customer care for B to C
- Switch the marketing budget
- Write your own list

16. How to maintain a positive image

- What is a positive image?
- Are you a preferred employer
- What impression do your people give
- Are your people trained in customer care?
- Are they really ambassadors?
- Support in your locality

17. Delivering external customer care 1

- The intangible opportunity
- Stay in contact
- The TNT story
- Do recall details
- Under promise and over deliver
- Do tell bad news

18. Delivering external customer care 2

- Take care not just give service
- Taking ownership
- Build up your colleagues
- The power of a thank you
- Do what you don't have to do
- The dentist story

19. Complaints are gifts

- Do you really want to hear?
- The problem with big companies
- Are your people empowered for customer happiness
- Developing a welcome complaint culture
- Banning a no-blame culture
- Using complaints positively

20. Handling a complaint

- Be pleased to get a complaint
- Complaints become a priority
- Treating complaints as an apple
- How to handle a complaint
- Find the customer's expectation
- Deliver their expectation

21. Customer care leading to referrals

- What is a referral?
- Why a recommendation is so effective
- Make it easy for people to refer you
- The story of Federal Express
- Awesome customer care
- Just go the extra mile

22. Useful tips

- Is the customer always right?
- When the customer is wrong
- Build customer empathy
- The Tuscany story
- Bad news travels fast
- The importance of switching marketing budget

23. How to fail fast at customer care

- How to lose customers
- Customers can ruin your day
- The boss pays the wages
- Don't answer the phone
- Endeavour to send out the wrong product and the wrong bill
- Remember, the customer is always wrong
- Ignore customer complaints

24. Delivering customer care on the internet

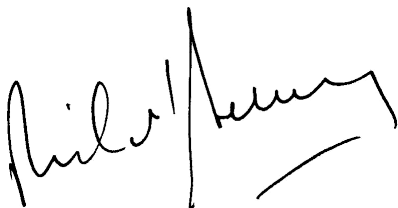
- Make your website customer friendly
- Giving an enjoyable experience
- The importance of video
- The importance of customer endorsements
- Customers should have no risk
- Be proud of your prices

Yes, over 150 ideas that will increase profitable revenue and concepts to use immediately. Just let Richard Denny coach you and your people to greater success and achievement.

'Skill Sharpeners' guarantees results and will develop your skills in whatever areas you need to.

To benefit from your very own personal coach and mentor simply visit www.richarddenny.co.uk, Email success@denny.co.uk or simply phone 01608 812424 and take the first step to success today.

Good luck and great success.



Richard Denny

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