



Winning in Customer Service

Move a decade ahead of the pack by discovering the secrets behind marketing the intangible.



23 October 2019

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

**Gordon Institute
of Business Science**
University of Pretoria

About 70% of South Africa's GDP is made up of service businesses. However, even if you are a product marketer, **knowing how to differentiate your company through services marketing, can easily be your competitive advantage.** The principles taught in this programme affect the work of all managers, and participants will learn a holistic approach to meeting internal and external customers' needs.

Course info

FACULTY > **Ian Rheeder** trains and consults in the marketing and leadership space. He is a chartered marketer and holds an MSc in The Neuroscience of Leadership (cum laude). Ian has 23 years of senior marketing management, consulting and facilitation experience with major blue-chip companies. He is currently completing his PhD in the Neuroscience of Persuasion.

FEE > R7 300 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).

DURATION > One day

DATES > 23 October 2019

Key focus areas:

- > Leading the service organisation: How to build trust, engage and lead by example;
- > Mapping out the customer's experience using various maps and templates;
- > Creating customer loyalty;
- > The Service Profit Chain;
- > The Gaps Model – five service gaps and their causes;
- > The most important customer-care tips;
- > Research your service: The best internal customer (staff) and external customer questions to ask;

- > Understand why interactions with a service representative actually result in 400% more disloyalty;
- > Being a "Controller" and not so much of an "Empathiser". Customers today are unbelievably impatient, they don't want someone who just empathises, they want someone who takes control and aggressively solves problems; and
- > Stopping attempts to delight; first get the basics right.

Who should attend?

As this topic impinges on the work of almost every department, the benefits of this programme will be deep

and widespread for almost any profession.

A more caring and supportive approach to meeting customer's needs, leads to satisfaction and the probability of increased loyalty, sales and profit – therefore this programme can be attended by all professionals including:

- > Marketing managers;
- > Sales managers;
- > Brand managers;
- > Chief customer officers (CCOs);
- > Human capital managers; and
- > All managers in the value chain (B2B, B2C or FMCG).

How you will benefit:

Several case studies will be used to give you insight into the following topics:

- > Why current methods of customer service training do not work;
- > The 7P's of marketing and the 8th P - partnerships;
- > The neuroscience of customer experience management (and why "bad" is 300% bigger than "good");
- > What makes a great service marketing organisation;
- > Service leadership – rate yourself as a high-trust leader;
- > How much money a great service leader is worth;
- > The importance of the internal customer;
- > The science of happiness in the workplace and employee engagement; and
- > Customer Experience Management (CEM) vs. Customer Relationship Management (CRM).

Snapshot

of the key outcomes of this course

Understand the "new" basics of marketing.

Understand why goods marketing and services marketing cannot be separated; all marketing is about value propositions.

Understand why only 9% of South African employees are motivated (engaged) at work.

Learn how to improve your company's net promoter score (NPS) and the correct way to research this question in order to close your 'gaps'.

Learn how to drop your company's Customer Effort Score (CES), and how to probe this question to close your 'gaps'.

Learn how to lead by building trust across all business units (break down silos).

Enable and empower yourself with proven service models and advice.

Lead your executive committee with confidence.

Improve your on-time-delivery-in-full-invoiced-correctly (OTDIFIC): Most business-to-business (B2B) companies just cannot get their OTDIFIC right. Find out why.

For enquiries call **+27 (0)11 771 4302** or email **hlapolosat@gibs.co.za**

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site illovo Hotel.

