

## **CREATING CUSTOMER VALUE FOR LIFE THROUGH CUSTOMER SERVICE MANAGEMENT**

The competitive business environment today has been greatly influenced by the impact of globalization and Information Communication Technology, particularly with respect to the efficiency and effectiveness of business operations and corporate organizations. It is also an era of customer service as a result of the emergence of consumerism and subsequent consumer power. This has caused an increasing demand for customer service and customer satisfaction.

With this scenario, it is important for corporate organizations and business operations to acquire competitive advantage in this highly competitive environment through continuous efforts of upgrading customer service. Therefore, in acquiring competitive advantage for sustained growth and profits, it is imperative for corporate leaders and managers to create customer lifelong value through customer relationship management.

This two-day knowledge-based and skill-oriented program focuses on developing a model of customer relationship management so as to create customer lifelong value as a competitive advantage. All participants are required to participate in small group discussion, presentations, self-assessment exercises, skill learning, role play, and skill practices.

### **Key focus**

1. Understand concepts of service quality, service value & customer value
2. Understand and apply concepts of customer loyalty & brand loyalty
3. Understand & apply the principles of Relationship Marketing
4. Design a CRM system to create customer value for life
5. Help the company to increase effectively organizational performance & competitiveness

### **Who will benefit**

This program has been specially designed for managers, executives, and supervisors so that it helps them to develop a model of customer relationship management so as to create customer lifelong value.

**Take The Next Step**

**Day one**

**1. An Overview of Service Quality Management**

- ▶ Development of customer-centric marketing concept
- ▶ Content & structure of quality
- ▶ What is Total Quality Management (TQM)?
- ▶ What determine customer service expectations?
- ▶ What determine service quality?
- ▶ Principles of implementing quality management

0900-1030

*Morning tea break*

1030-1045

**2. Upgrading Customer satisfaction to Customer Value**

- ▶ The developmental changes of consumer behaviour
- ▶ Targeting at the ideal state of customer satisfaction
- ▶ The cycle of generating customer satisfaction
- ▶ The pyramid of customers
- ▶ Delivering high value-added customer service
- ▶ Types and contents of customer value
- ▶ What is “the Triangle of Customer Service”?
- ▶ Who are internal customers?
- ▶ Creating a customer-centric organizational culture

1045-1300

*Lunch*

1300-1400

**3. Service Marketing & Service Value**

- ▶ Definition & types of service
- ▶ Elements of service marketing
- ▶ Service-based business activities & target customers
- ▶ Definition of quality and service value
- ▶ Definition & characteristics of service quality
- ▶ An evaluation model of service quality
- ▶ The relationship between service quality and service value

1400-1530

*Afternoon tea break*

1530-1545

**Take The Next Step**

#### 4. Creating Service Value-added through Competitive Differentiation

- Product, service delivery, unique image, productivity, service quality
- The 7P service marketing mix
- Principles of improving service performance
- Elements of service quality
- The three means of increasing customer value
- The profit-creating service value chain
- Relationship between customer satisfaction & customer loyalty

1545-1700

#### Day two

#### 5. Creating Customer Loyalty for Retaining Customers

- Evaluating customer value
- After-marketing: How to keep customers for life through relationship marketing
- Customer loyalty is more than customer satisfaction,
- Dimensions of measuring customer loyalty
- The benefits of retaining customer
- Customer loyalty & cycle of consumer behavior
- The strategies for retaining customers
- Analyzing elements & types of customer loyalty
- Levels and behavior of customer loyalty

0900-1030

#### Morning tea break

1030-1045

#### 6. Relationship Marketing: Developing Customer Loyalty into Brand Loyalty

- How to identify potential customer?
- Profit-creating system & developmental stages of customers
- Definition of loyal customers
- How to transform a prospective customer to become an effective potential buyer?
- How to transform an effective potential customer to become a first-time buyer?
- How to transform a first-time buyer to become a repeated buyer
- How to transform a repeated buyer to become a loyal customer?
- How to transform a loyal customer to become a brand promoter?

1045-1300

#### Lunch

1300-1400

Take The Next Step

## 7. Customer Relationship Management

- Comparative analysis of manufacturing economy & customer economy
- The structure of Customer Relationship Management System
- Marketing strategy targeting at customer segmentation
- Key success factors of CRM
- The cyclical processes of CRM
- Levels of CRM

1400-1530

*Afternoon tea break*

1530-1545

## 8. Implementing CRM Effectively

- Elements of successful CRM
- Customer is the main source of competitiveness
- The four steps of co-opting customers in creating customer value
- How to develop lifetime value of a customer?
- Types of intellectual capital or knowledge for creating corporate wealth
- Knowledge management & ICT
- Core concepts of CRM in practice
- Trend & changes that influence future business models
- Modeling Successful CRM Cases PEPSI, SOGO, CITIBANK, AMAZON, FEDEX, Prudential Insurance

1545-1700

Take The Next Step