

Based in UK, Spain and Middle East, SCT unleashes your potential for smarter results. Biographies of all our trainers their experience, locations and languages and so much more can be found on the website:

www.smartcoachingtraining.com.

DUBAI ACTVET KHDA/Actvet Certified

Improving customer experience to increase loyalty

Get more sales by understanding Customer Experience and developing Customer Loyalty, using Net Promoter Score and Customer Journey

Smart Coaching & Training is offering this three day public course delivered by SCT's experienced trainers. Can be delivered in person or remotely.



Loyal choristers saluting Lord Mayor of Bristol – by David Rigby

I treat my customers the way I like to be treated". That is what many people say. But actually a key to success is treating customers (and indeed people) the way they like to be treated – and they are not you and they can have different needs or require a different approach. People buy from people so every customer contact point needs to be carefully managed.

Thanks to the internet, customers are far more knowledgeable about products and services and are able to access a lot of information and, more importantly, spread the word about organisations and services through social media. Make one mistake and the whole world knows. Most customers will spend up to 10% more on a product to get better service. Some research suggests many organisations get a false view of loyalty.

The customer experience is often regarded as excellent by CEOs but is often regarded as poor by actual customers – why?

There are many ways of defining and measuring customer loyalty. Loyalty schemes can have some effect but can only enhance sales when there are the right products delivered by giving excellent customer service via the appropriate customer experiences.

What you will learn

- ✓ Understand Customer Loyalty, Engagement, Experience, Rebellion and Trust
- ✓ Build customer relationships, communicating with customer, behavioural preference profiling
- ✓ Engage and empower employees, using NLP.
- ✓ Understand brand, social media channels, trusted bloggers and influencers,
- ✓ Measure with Net Promoter Score, Churn Rate, Customer Lifetime Value, I-D-I-C model
- ✓ Improve Customer Experience Awareness: Design/create a customer journey map,
- ✓ Listen to Voice of the Customer,
- ✓ Interpret Attitudinal and Behavioural loyalty and emotional connections
- ✓ Design a Loyalty Programme: insights, relationships and frictionless simplicity
- ✓ Retain dissatisfied customers and use complaints effectively
- ✓ Create a WOW effect for your customers, getting right products and attitude



- ✓ Each delegate will receive **report on Communication**

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Your Trainers



Peggy Li, is an accomplished and high achieving professional, with over two decades of success working at a senior level controlling operations and driving business performance, managing large-scale projects and developing brand. Hospitality Expert.

Eva Viedma has been dedicated to supporting people and organisations, providing transformative experiences for the development of talent and human competencies of leaders and their teams.

Eva's professional and open way of interacting with her clients, at a management and leadership level, her nice and effective communication style make her an excellent trainer, partner to work with. Barcelona

Peggy has a rare mix of fantastic technical competence in her job with a unique ability to implement what she commits to deliver. London

I liked the mixture of psychological insights combined with good common sense and tools from Eva that I was really able to use in the business. Barcelona

My compliments to the trainer's ability to deal with the challenges of a multi-cultural class. Ammroc Abu Dhabi

The trainer is a very effective educator, coach and speaker and presents in a way that everyone could understand. Abu Dhabi University

It's great to feel your energy and to know the myriad talents you use to develop people. Inspiring!! Coach Barcelona

You had the best delegate engagement of all the presenters. ADNOC Abu Dhabi at Kuwait Change Management Conference

You can learn from him just by listening to him speaking. Rolaco Jeddah KSA

Delivery was fantastic/ delivery was exceptional. Leoron Delegates Dubai

It was very enlightening to understand myself more as a professional and understand my team better to support and enhance their skills. Al Tayer Dubai