

Services Marketing

Improving customer retention and loyalty.

1 TO 2 DAY PROGRAMME OUTLINE

Who should attend?

Frontline Staff (client facing)
Marketing Managers
Sales Managers
Brand Managers
Chief Customer Officers (CCOs)

Details

Duration: 1-2 day

Date:

Time: 08h30 – 17h00

Venue:

Your Expert Facilitator

Ian Rheeder trains and consults in the business, marketing & leadership space. He is a Chartered Marketer (CM), the highest professional marketing qualification recognised both in South Africa and Europe. He also holds an MSc in Leadership and Innovation (cum laude). Having consulted on and researched 40 international brands whilst at Markitects and Group Africa (now EXP Agency), he gained his broad FMCG & B2B experience. Ian has 23-years senior Marketing Management, consulting and facilitation experience with major blue-chip companies.

Place yourself a decade ahead of the pack and discover the latest thinking behind services marketing.

About 95% of a country's GDP is *services*. However, even if you are a product-marketer, knowing how to differentiate your company through services-marketing, can easily be your competitive advantage.

The benefits of this programme will be deep and widespread indeed, because it impinges on the work of almost every service provider concerned. A more caring and supportive approach to meeting customer's needs, leads to satisfaction and the probability of increased sales and profit.

Topics:

1. Opening talk: 7-case studies in South Africa which proves that service training does not work, unless an "inside-out" approach is adopted
2. Why customer service training does not work (discussion)
3. 7Ps of marketing and the 8th P (Partnerships)
4. The Neuroscience of Customer Experience Management (how the mind works)
5. What makes a great Service Marketing Organisation?
6. Service Leadership-management (rate yourself as a leader)
 - How much money is a great service leader worth?
7. Service Management is all about *happy* and *engaged* staff (internal customers)
8. The science of happiness in the workplace
9. Customer Experience Management (CEM) vs. CRM
10. Four Things a Service Business Must Get Right
11. Mapping out the Customer's Experience (various maps and templates)
12. Creating Customer Loyalty: 1) Build a foundation for loyalty 2) Create loyalty bonds 3) Reduce churn/defection
13. The Service Profit Chain (Harvard pre-reading)
14. The Gaps Model (five service gaps and their causes)
15. The most important customer care tips
16. Research your service: the best Internal customer (staff) and external customer questions to ask

"Your customer service talk was outstanding – in my opinion the best we have ever had at conferences." Tile Africa

"The customer service conference feedback was very positive from all the attendees." Mercedes-Benz SA

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