



Customer Care Manager / Owner Workshop

Your customers are central to your success.

Did you know that it costs 7 times more to make a new sale than retain an existing customer?

(White House office of consumer affairs)

If you understand the value of customers, but want help in putting customers at the heart of your organisation then this workshop is for you.

Customer Care workshop, Thursday 16th April 2015 WestPark Fitness, Greenhills Road, Tallaght, D24

10am–4pm, €95(member)/ €150 (Non-Member) including lunch.

Sandra Dunne is a renowned customer service expert with a wealth of experience working for companies including énergie, IKEA and Nuffield Health. For further information please see website www.customercentral.ie

This course is aimed at owners, managers and supervisors and predicted outcomes are:

- An understanding of what excellent customer care is and what impact this has on the bottom line for business
- An understanding of the differences between customer engagement / voice of the customer and customer experience strategy
- A step by step guide to designing and developing the strategy your business needs
- A self-analysis on current methods of capturing customer feedback and an understanding of the various tools available
- An understanding of social media and its impact on customer service
- An understanding of communication and its role in delivering excellent customer care.
- An explanation of 'moments of truth', business self-analysis and an introduction to customer journey planning.
- An understanding of what internal customer care is and practical steps to measure and improve.

To book please contact Grace on 021-4856460 or at grace@irelandactive.ie

