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EXCELLENCE IN CUSTOMER EXPERIENCE AND SERVICE DELIVERY TRAINING

DATE : 25TH TO 29TH SEPTEMBER 2023
VENUE : MIDLAND HOTEL, NAKURU
COST : KSHS 92,500 EXCLUDING VAT PER PERSON
NITA : REG NO. NITA/TRN/916
IHRM : ACCREDITATION NO. C00380

INTRODUCTION

All successful companies globally have one common factor. They are all customer-driven and channel all their efforts, focus and resources to provide solutions to their customers' needs and wants. In today's competitive business environment, customer service determines the winners and losers in the market place. As such your organization can accelerate growth, profitability and debt collection by leveraging on customers' satisfaction as a key strategic booster. This requires continuous and transformative customer experience improvements supported by efficient customer friendly systems and a well trained and equipped customer focused staff.

Henry Ford once said, *"a business absolutely devoted to service will have only one worry about -profits. They will be embarrassingly large"*. Exceptional customer experience is vital for your organization's reputation Therefore, time, money and other resources that you channel to our customer experience training is both a good business practice and a profitable investment. We have crafted this training to enhance the understanding of customer satisfaction dynamics. This training puts greater emphasis on the role of employees in achieving both internal and external customer experience goals and satisfaction. In addition, this training will help improve the skills of your participants in listening to clients, users, supporters and colleagues and understanding their needs so that they can provide what customers really want, where and when they want it.

OBJECTIVES OF THE TRAINING

Our customer experience and service delivery training are specifically developed to tackle:

- Existing Customer Experience challenges experienced by your organization & Internal customer alignment issues & Perceived future Customer Experience challenges and obligations
- Expose ways of improving the overall level of Customer Experience delivery within the company & Emphasis on the importance of Customer Experience & Identification of ways to improve the quality of Customer Experience
- To understand and respond to the client of the 21st Century and the new dynamics in the market.

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- Turning customer complaints into opportunities & Determination of areas for self-improvement by participants & Existing PR Challenges encountered by your Organization.
- Application of best practices in PR to unlock brand recognition and create awareness & Employing PR effectively to create interest and provide information about organizations, their products or services.
- Service Delivery and Customer experience are undoubtedly the key to sustainable and competitive advantage that your company can rely on.

BENEFITS TO YOUR ORGANISATION

Training is an investment in the future of your organisation and employees in which the payback is immediate. Building effective customer experience skills and improving knowledge helps your company stay ahead of competition in the constantly dynamic business environment. There is this ancient Chinese proverb that says: *“Give a man a fish and you feed him for a day. Teach a man to catch fish and you feed him for a lifetime.”* This training is one of the building blocks for developing a solid culture of excellence and exceptional customer service that will benefit your organization with:

- Enhanced market leadership coupled with increased market share including reinforced customer experience philosophy and culture;
- Improved employee commitment to excellent customer experience & increased share of customers’ business;
- Improved customer experience, loyalty, relation and word of mouth advertising;
- Improved teamwork among company employees & improved understanding of the importance of the internal & external customer chain;
- Reduced customer complaints, dissatisfaction and turnover & reduced staff turnover;
- Improved attitude, morale, job satisfaction and communication of your front office and branch staff;
- Improved understanding of the customers’ quality expectations and ensuring that these expectations are exceeded;
- Clearer picture of the present level of customer experience and the associated cost of losing a customer; and
- Improved use Public relations and communication to improve the image of your organization

BENEFITS TO PARTICIPANTS

We expect majority of participants attending this effective customer experience skills training to be in customer facing or customer support roles who want to develop their customer experience skills and behaviours. We have a proven track record in providing unsurpassed customer experience training and longer term programs to meet your specific organization goals and service standards as well as the most frequent method of communication used to connect with your

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customers e.g. face to face, telephone or email. This customer experience skills course will develop the participants' skills and behaviors to offer exceptional customer experience and services and to empower participants to provide effective solutions to customer service problems when they arise. By the end of this five-day course, the participants will have:

- Adopted a consistent, professional style when speaking with customers and learned how to build effortless rapport with your customers
- Developed skills in engaging with customers, handling their enquiries and complaints effectively
- Developed skills to listen effectively, ask questions and summarise ways to respond tactfully to a customer request or complaint
- Identified ways they can add value to customer relationships and exceed expectations
- Practiced how to turn customer service disappointments into positive experiences
- Learned the importance of and practice of non-verbal communication skills
- Known how to be assertive without being aggressive to customers
- Understood the importance of the lifetime value of a customer
- Learned, internalized & seek to apply best practices in offering superior customer experience and service.

TARGET GROUP

This course is tailor-made to suit anyone seeking training in best practices in effective customer experience skills. This course is designed to benefit anyone who encounters customers either on the telephone or in person. It is also suitable to people new to customer experience, and to those with more experience who wish to improve their skills. The target group for this course includes:

- C-Suite Executives
- General Managers
- Heads of Departments
- Senior Managers
- Customer service managers & officers
- Customer experience managers & officers
- Customer experience team leaders
- Customer service coordinators & supervisors
- Staff who deal with customers daily face to face
- Telephone sales and service advisers
- Helpdesk operators
- Staff who are responsible for responding to emails and correspondence
- Branch managers
- Sales and marketing staff
- PR and communication staff
- PR Supervisors and Managers
- Human Resource staff
- Accounts and finance staff
- Front office staff
- Personal assistants
- Executive secretaries
- Secretaries
- Procurement staff
- Operations staff
- Technical staff
- ICT staff
- Legal personnel
- Technical staff

OUR TRAINING METHODOLOGY

At DGMB, we have spent a couple of years developing and refining our training approach in this area. Our methodology has several features that will ensure your staff experience a robust and relevant program; one that strengthens team dynamics and the organization deliver improved results. Some of the highlights of our unique approach are:

◆ **Reduced Emphasis on Formal Training**

We base our course designs on the 70:20:10 paradigms. Research indicates that about 70% of what adults learn is through on-the-job experience, 20% through social learning, and 10% through formal training. We present information in ways that engage participants and generate plenty of discussion and sharing of experiences. We also provide individual and group assignments that encourage participants to integrate new concepts into their daily work

◆ **Practical and Relevant Content**

In assessing and designing customer service and communications skills course, we remembered Hermann Ebbinghaus' famous 'forgetting curve' that shows we forget 50% of learned material within one hour unless it is put into practice. Our needs analysis and instructional design practices produce engaging, real-world learning materials, customized so that participants relate fully with the content.

◆ **Employing the Wisdom of Renowned Management Thinkers**

We employ the wisdom of renowned academics and authors on business and management like Henry Mintzberg who believes that:

- ✓ Management should emphasize teamwork, rather than rely on heroic individualism
- ✓ Effective staff are reflective in the context of taking action
- ✓ Management development works best as social learning in small groups

◆ **Research-supported Methods**

Our training delivery is always informed by research on adult learning principles and by our experience as organizational development consultants, instructional designers and facilitators. Consequently, we include plenty of opportunities for learners to apply key concepts, using scenarios and simulations, personal action plans, accountability partners, and other techniques. These methods ensure participants retain what they have learned, apply what they have learned quickly, refine their approach, and internalize learning for long-term use.

◆ **Uncommon Focus**

Few training firms follow good design principles consistently because it takes time, sustained focus and clarity. Compared to other strategies and methodologies, DGMB's program will:

- ✓ Help you build strong internal communities

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- ✓ Help staff learn more rapidly
- ✓ Build in lasting change through reflection
- ✓ Create working teams that are more cohesive, resilient, and productive

In this we have combined the following training approaches:

- Presentations through lecturing, group exercises, demonstrations and group discussions including presentations to enable interactions between the facilitators and the participants and among participants.
- Discussions on topical issues arising from the various sessions and during the scheduled plenary discussions.
- Citation of real case scenarios to enhance understanding of the core concepts, issues and training strategies
- Role play, games and hands-on exercises
- Held plenary sessions to identify way forward

DGMB has deployed modern training aids aimed at making the training more exciting, inspiring and interesting. The teaching aids are numerous and serve different purposes. We used the following teaching aids to be very effective in capturing the imagination of the trainees: Overhead Transparencies (Colored power point slides), Demonstrations and emailed training materials to each participant.

COURSE DURATION

The course duration is **five (5) days** that will run as per our proposed 5-day training programme. The length of the training is adequate to cover the entire course as shown in the timetable below. Over the duration of the training, participants will *"Learn how to delight, retain and attract customers by being committed to delivering legendary customer experience fused with excellent public relations"*. In addition, they will learn the best skills, strategies and techniques to ensure that every customer experience is a memorable one. In these five days of training, your participants will uncover the secrets of outstanding customer service.

TIMETABLE

Find below the programme for this seminar:

DAY ONE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Introduction to Customer Experience
10:30 am – 11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Principles of Distinctive Customer Experience
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Qualities of Good Customer Experience Provider
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day One
DAY TWO	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting

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8:30 am – 10:30 am	Streamlining Service Delivery/Business Processes
10:30 am –11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Customers of 21 st Century and Beyond
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Customer Profiling & Handling ‘Difficult’ Customers
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Two
DAY THREE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Relationship Management - Assessing Customer’s Expectations
10:30 am –11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Communicating Effectively with Customers
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Creative Problem-Solving Skills & Crisis Management
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Three
DAY FOUR	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	Building Customer Loyalty- Customer Centric Strategies
10:30 am –11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	Measuring Customer Experience
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	Customer Focused Teams
4:00 pm – 4:15 pm	Coffee/Tea, Wrap Up & End of Day Four
DAY FIVE	
8:00 am – 8:30 am	Arrival, Registration and Climate Setting
8:30 am – 10:30 am	The Brand Called You
10:30 am –11:00 am	Mid-morning Break and Refreshments
11:00 am – 1:00 pm	The Power of Emotional Intelligence
1:00 pm – 2:00 pm	Lunch Break
2:00 pm – 4:00 pm	The Way Forward
4:00 pm – 4:15 pm	Graduation, Coffee/Tea, Wrap Up & End of Training

YOUR INVESTMENT

We shall offer this training at a professional fee of **Kshs 92,500 per person excluding VAT** for the entire duration of the course. This fee will cover our charges, costs of course preparations and training materials. This cost does not cater for transport and accommodation for participants.

ADMINISTRATION DETAILS

Dates: 25th to 29th September 2023

Venue: Midland Hotel, Nakuru

For enquiries or registration call [David](#) on: (+254) 722 352 680 or [Rebecca](#) on (+254) 787 352

Time: 8:00 a.m. – 5:00 p.m.

Attire: Smart Casual

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680. Alternatively email: dgmbfinance@gmail.com

PRE-REQUISITES

No prior training in customer experience is required.

QUALITY ASSURANCE

DGMB Training Solutions Ltd strives to provide you with the most productive, effective and value for money training experience possible. If after completing the course you feel there is some way we can improve, please write your comments on the evaluation form provided upon your arrival.

TERMS AND CONDITIONS

Disclaimer: All registrations are subject to session availability. All speakers, sessions and prices were confirmed and correct at the time of printing. DGMB Training Solutions Limited reserves the right to change speakers and program details as required in addition to making changes to the schedules, venue or cancel the event altogether.

Privacy notification: DGMB Training Solutions Limited respects the privacy of individuals, their sponsors, Organizations and acknowledges that the information you provide on registration form is confidential and third parties would not have access to. DGMB Training Solutions Limited collects this information for purposes of processing your registration and providing you information (via email and/ or mail) on upcoming events, specific products and services provided by or associated with DGMB Training Solutions Limited. Kindly register by 5pm, two working days prior to the training to enable us cater for your course materials and catering requirements.

Notice of withdrawal: Unless written notice of withdrawal is received before the closing date of the programme, the full fee is still due in the event of non-attendance. However, DGMB Training Solutions Limited accepts replacement(s) or substitution, made in writing, prior to the commencement date of the Seminar. However, no substitution of participant(s) is allowable after the commencement of the training.

CERTIFICATE OF PARTICIPATION

Participants will be awarded certificates after attending this course.

HOW TO PAY

1. Issue Cheques in the name of “DGMB Training Solutions Ltd” or
2. Remit the Training fees via RTGS or Electronic Funds Transfer (EFT) to our Bank, the details are: - Account Name: - DGMB Training Solutions Limited, Bank: Cooperative Bank of Kenya, Branch: City Hall Branch, Nairobi, Account Number: - 01148231039600 and Branch Code: - 11049.
3. Our PIN is P051349463P