



Delivering Superior Customer Value

Duration: One day

Time: 9am – 4pm

For: Service Providers, Supervisors and Managers

PROGRAM OBJECTIVES

To enhance the participants understanding of the three value disciplines that lead to superior customer value.

METHODOLOGY

Workshop consists of lecture/discussions, visual aids, individual and group activities.

Content Domain

The Three Value Disciplines

Operational Excellence

- Definitional issues
- Features of companies following this discipline
- Examples of companies focusing on this discipline

Customer Intimacy

- Definitional issues
- Features of companies following this discipline
- Examples of companies focusing on this discipline

Product Leadership

- Definitional issues
- Features of companies following this discipline
- Examples of companies focusing on this discipline

The Dimensions of Superior Customer Care

The Benefits- Why Invest in Customer Service?

The Lifetime Value of the Customer

The Value of Loyalty

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