

AN ENTERPRISE SPECIFIC CUSTOMER CARE PLAN FOR YOUR BUSINESS

Customer service is an important factor in developing a wide and loyal customer base and ensuring business profitability. Many small businesses grow quickly in start-up phase but then fail to prosper as they grow and need to delegate responsibility for customer service amongst growing staff numbers.

Customer service is much more than simply being pleasant to customers. Regardless of business size, or the industry or customers you service, you need strategies to gain and retain customers. Having a carefully planned, innovative and workable *Customer Care Plan* is vital to your business prosperity. This initiative has been designed to help you create a *Customer Care Plan* so that you continually offer a highly competitive and engaging customer experience.

This program is a must for your business if you would like to:

- develop a customer service philosophy, strategy and smart action plan from scratch
- revitalise and re-energise your existing approach to customer engagement
- grow your business by attracting new customers, maintaining customer loyalty and increasing customer referrals.



What's more the process ensures that all of your team is motivated to ensure that customers have a totally fantastic experience from their connection with your business.

Please allow for some variation to this program structure to ensure that your business receives the best return on investment from a consultation process and to accommodate your business circumstances.

What the offer includes

- ▶ An initial consultation with the business owners or managers.
- ▶ A fully facilitated team workshop to identify issues review your customer service philosophies, standards, processes and procedures, formulate an implementation plan and establish strategies to ensure "ownership", commitment and enthusiasm from all stakeholders.
- ▶ A published Customer Care Plan presented to staff with opportunities to further fine tune strategies.
- ▶ A follow up meeting with business owners to ensure present your Customer Care Plan
- ▶ Ongoing support to monitor and continuously improve to ensure maximum return on investment in *Customer Service Excellence*.

Like more information?

To book your initial consultation and obligation free costing, or to discuss how Learning Insight and the Customer Care Program can support your business and work with you the development of you Customer Care Plan, please contact:

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