

# Think CUSTOMER™

“From Satisfaction to Loyalty and Profit”

**“Great customer experiences produce great business results.”**

Managers rate building of strong customer relationships as one of their most important keys to success.

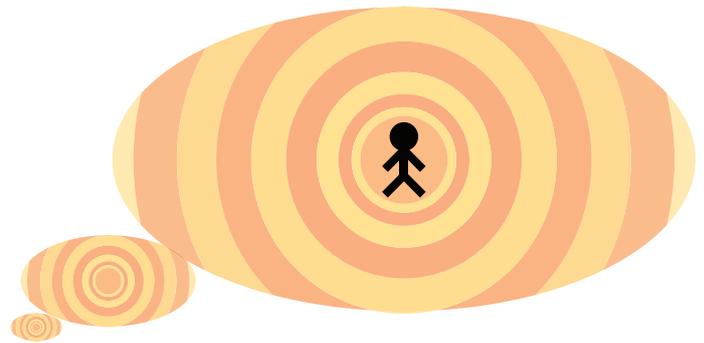
The cost of losing and having to replace a long-tenured customer is staggering. First, consider the years of revenues lost with the departure of an established A-list client. Then factor in the high costs of efforts to sign up new customers, only a small proportion of whom will come close to matching the profitability of the customers who defected. Companies find themselves having to work harder and spend more just to stay in place.

**Think CUSTOMER™** is helping participants to effectively transform their company into an organization that is continually led by its customers.

The big picture of the workshop is: “*Everyone to think like a business owner.*” That means future decisions to be made based on sound business thinking, which should improve the financial picture much quicker.

Think CUSTOMER business simulation is available for the following industries:

- Banking;
- Insurance;
- Telecom;
- Pharma.



## Participants about the simulation

“... Front desk can not always deliver maximum quality due to other factors reflecting on customer satisfaction. The simulation teaches front desk employees that there is not a RIGHT solution to the challenge, but there is the best one related to the situation. Different variables analyzed in the simulation present the need for never-ending need for balance between quality, speed and costs...”

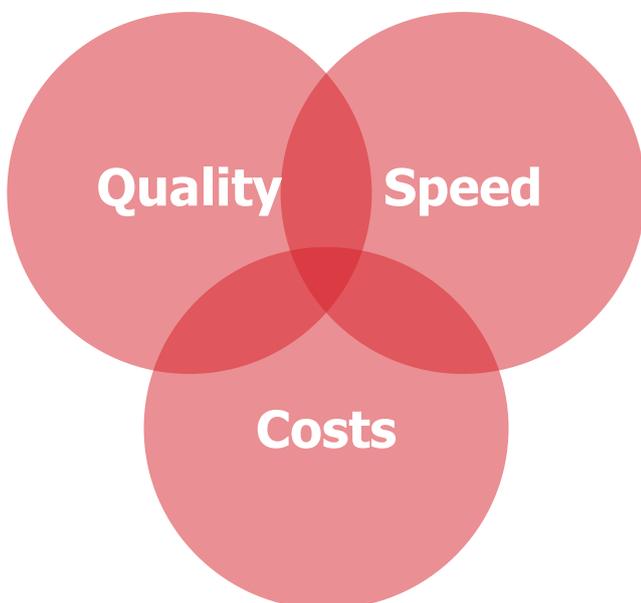
*Manager clients' satisfaction - International bank*

“... Excellent approach to the customer loyalty. Before the simulation we thought that there is a direct correlation between satisfaction and loyalty. After the seminar we are changing our strategy. Our employees will undergo through the simulation to understand the difference between loyalty and satisfaction and the process to enforce the loyalty...”

*Country manager - Telecom*

“... We had always thought our employees to provide service with maximum quality. We did not think that satisfaction is a more complex function and the speed is one very important variable that can decrease customer satisfaction. Now, our contact desk employees will have to observe the waiting line when providing a service...”

*Customer relations manager - Insurance company*



## Learnings

### A changing world - finding new possibilities

- Understand and redefine "CUSTOMER SERVICE"

### Enhancing the customer experience

- Search and define alternative responses to customers challenging questions and other challenges.

### Winning customer together

- Understand Value adding processes in Service Industry.
- Understand and participate in the common vision and chain of processes throughout the Company.
- Understand value and business drivers and how to leverage them.
- Understand the impact of customer satisfaction on profitability.

### The leverage effect of small changes

- Understand how small changes make big difference on the bottom line.

### Business drivers for the future

- Understand the business drivers in the past and discuss the business drivers for the future

### In the middle of the vision - bridging the gap

- "Only those who have been there can make it happen".



## Key results

Participants learn how to:

- Design a better experience for their target customers than their competitors offer;
- Deliver a great experience consistently, with seamless integration across all touch points;
- Build a solid customer orientation corporate culture;
- Understand loyalty economics to build the business case for change.

## Key concepts

- Business drivers
- Value adding process
- Value drivers
- Customer satisfaction
- Loyalty economics
- Moments of truth
- Promoters
- Chain of Processes
- Customer satisfaction vs. profitability.



## Facts

### Material

Board-based business simulation.

### Number of participants

Up to 6 competing teams. Up to 30 participants.

### Participants

Managers and other employees responsible for customer satisfaction.

### Time required

1 - 1.5 days.

