

# Customer Loyalty Excellence

Loyalty - it's not just a phase...it's in every phase of the Customer Journey

11th & 12th July 2019  
The Ritz-Carlton, Kuala Lumpur, Malaysia

## Major Benefits Of Attending:

By end of the course, delegates will be able to:

- **Analyses** consumers in the digital Era and **Justify** new Trends through customer Investigation
- **Defining** customer minds and customer dynamics
- **Establishing** and recognizing value and complications
- **Outline** consumer route to understand them.
- **Create** 'customer value propositions' that work
- **Cultivating** influential worth schemes and plans

## Why you Should Attend?

It is a workshop format 30 % theatrical and 70 % practical. participants will work in group assignments acting as the managers of real companies following the step by step methodologies that real triple a companies use in their day to day basic at the end of the course the groups must present an strategic plan for a real company, having the opportunity to apply their knowledge and innovation mindset to achieve ambitious goals. participants use gaming methodologies to create a competition between groups to enhance the competition give it some motivation to succeed. This course covers the aspects from both basic and intermediate levels of experience.

This course fits comfortably between two categories: customer service and marketing. In this workshop a combination of customer service and marketing to give a practical insight into the how the combination can be such successful organizations. The workshop cover concepts such as customer satisfaction and loyalty, customer segmentation, profitability, the customer value proposition and how to design customer interactions, to help you create a roadmap of a customer's Journey that will help take a organization to new heights.

## Who Should Attend?

This course will benefit portfolios such as VP, Executive, Manager, Corporate Officers, Marketing and Hr with these techniques, procedures and resources they will be able to understand the aspects of Customer Loyalty.:

- ✓ Executives ( Ceo,Coo,Cco)
- ✓ VP of Marketing
- ✓ Marketing Director
- ✓ product managers
- ✓ Sales managers
- ✓ Customer service Manager
- ✓ Operations Manager
- ✓ Human Resource Executive
- ✓ Business Manager
- ✓ Sales Director
- ✓ Marketing Manager
- ✓ Human Resource Manager
- ✓ Creative Service Manager
- ✓ Vice President Creative Service

Organized by: \_\_\_\_\_

