

Service Ready™ Core: Building Customer Loyalty™

Program description

In **Building Customer Loyalty™** participants learn information and skills that help them make every customer's interaction with them a positive experience by leaving the customer feeling understood, appreciated, and confident in the organization. These feelings increase the customer's loyalty, bring value to both the customer and the organization, and help the participant build long-term, personalized customer connections.

Modality

 3.5 hours

 3.5 hours

 4 hours

Languages

 American English, Spanish (LATAM) / Participant-facing materials only: Chinese (Simplified), French, German, Italian, Polish, Portuguese (Brazilian)

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 American English

- **Audience:** Employees supporting internal or external customers

Learning objectives

- Effectively describe the customer experience and its meaning for both you and the organization.
- Explain customer experience metrics and the benefits of measuring customer loyalty.
- Recognize your importance in building customer loyalty.
- Identify key defining moments in customer interactions.
- Leverage the four key customer expectations in every service interaction.
- Use emotional energy to connect with customers.
- Builds customer loyalty.

Skills

- Defines learner's role in creating positive customer experiences
- Understands customer expectations
- Understands defining moments
- Leverages Measures of success
- Harnesses Emotional energy
- Build customer loyalty