



CUSTOMER SERVICE
EFFECTIVENESS

The cost of losing a customer



COURSE SPECIFICATIONS



FORMAT

- Lunch & Learn



DURATION

Training is given in 1 hour (60 minutes) to provide maximum impact and optimum use of time.



TARGET AUDIENCE

This workshop is for anyone who needs to realize the importance of customer loyalty.



DELIVERY METHOD

Focusing on a specific topic, our "Lunch & Learn" sessions are a simple, effective and powerful way to tackle best practices ... in small bites.

A formula that develops, stimulates and promotes a learning culture.

Hosting up to 20 participants, these sessions are interactive and dynamic.



LANGUAGE

Available in:

- French
- English

DESCRIPTION

Nowadays, customers have more choices than ever, and for a company, losing a customer is very expensive. The impact exceeds the mere deception or the amount of the purchase. Several key factors come into the calculation of the cost of a customer's loss, such as direct and indirect costs.

This workshop highlights the importance of customer loyalty and presents an exercise that allows you to calculate together the costs associated with the loss of a customer, such as lifetime value and the "snowball effect". An exercise that opens your eyes and empowers you!

OBJECTIVES

ALLOWING THE PARTICIPANT TO:

- Link daily work with the impact on customer satisfaction.
- Integrate the notion of "internal client" within the organization.
- Encourage information sharing.

COURSE CONTENT

THE COST OF A LOST CUSTOMER

- Unhappy and dissatisfied customers
- Direct and indirect costs

CUSTOMER SERVICE

- Customer service is ...
- The moment of truth
- Develop the "Internal Service" reflex

THE WEAKEST LINK



Tél. : 514-365-8397



Fax. : 514-365-8940



info@solutionsandco.com



www.solutionsandco.com

