



## Customer Satisfaction and Loyalty

### Course objectives:

- Gain a comprehensive understanding of the importance of customers, customer satisfaction and loyalty, and managing customers' expectations.
- Learn the importance of service language in communicating with stakeholders
- Identify the techniques and practices of managing customer expectations
- Discover ways to provide efficient and effective services to increase customer happiness
- Recognize early signs of unsatisfied customers and how to react effectively
- Learn how innovation and creativity leads to customer happiness
- Design an effective Customer Experience Program

### Course Outline:

#### Introduction to Customer Happiness

- Key definitions
- Customer happiness, retention, loyalty and satisfaction
- Levels of loyalty
- Customer satisfaction and loyalty
- Who are your customers and the importance of customers?
- Customer happiness vs customer service
- Importance of internal and external customers
- How to think in a customer-centric way
- Basic Quality concepts

Prince Faisal Road, Al Dana Tower, Office 102  
First Floor, Kholodiyah, P.O. Box 10000, Riyadh

920022128 +966 13 815 09 99

info@somutraining.com

What is it that Customers want?

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## Customer loyalty and loyalty schemes

- How to foster loyalty
- The 6 Ps of customer loyalty
- The two-tier approach
- The laws of customer loyalty
- Measuring loyalty

## Managing Customer Expectations

- Setting customer expectations
- Changing internal perceptions
- Getting closer to customers, understanding value
- Understanding customer needs and expectations
- Commitment starts at the top of the organization
- Signs of unsatisfied customers and how to deal with the issue

## Strategies on Managing Customer Expectations

- Exceeding customer expectations every time
- Determining how to exceed expectations
- It's the little things that matter – increased satisfaction at minimal cost
- Asking for feedback on performance
- Ongoing evaluation of effectiveness to ensure satisfaction
- Maximize the value you deliver
- Understanding different customer styles

## Skills to Deliver Excellent Customer Service

🏠 Prince Faisal Road, Al Dana Tower, Office 102  
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- Service Language – communicating with our customers
- Identify Listening Styles for you and your customer
- Building Rapport
- Influencing skills
- Persuasion techniques
- Dealing with Difficult Customers
- Understanding Customer Behaviours
- Understanding where Anger comes from
- Developing Emotional Intelligence

## Customer Experience

- Constructs of customer experience: cognitive, affective, behavioural
- Types of customer experience
- Customer experience index
- Customer experience as part of customer centricity
- Designing customer experience

## Customer Experience Strategy

- Understanding your customers
- Developing customer vision
- Developing customer feedback channels
- Developing emotional association with customers
- Differentiating between customer service and customer experience
- Use of analytics: Net promoter score

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## Role of Innovation in Customer Experience

- Use of customer experience software
- Marketing automation
- Value co-creation
- Innovation in customer loyalty programs
- Tools and technologies: web analytics, A/B testing etc.

## Effective Complaint Management

- Well-Defined Customer Complaint Policy
- Standardized Complaints Management Process
- Assigning Responsibilities
- Training and Development: Training and development needs should be carefully analyzed and evaluated to ensure that the complaints management team responds to customer feedback, complaints, and queries with the most suitable and relevant solution.
- Tracking and Reporting: analysis and review process to understand whether the processes you have established are working well.