

# Building Customer Loyalty

## A Masterclass in Customer Care

Organisations which remain successful are those which do not cut back on providing a high level of customer care even in the most difficult times. Looking after customers well makes good business sense. Building relationships with internal customers is just as important since good relationships lead to high organisational effectiveness.

This workshop provides an opportunity for delegates to understand what constitutes excellent customer care and to set personal targets for achieving this in their area of business.

A range of practical tools are offered for creating a good impression with customers and resolving difficult issues which can arise.

Delegates also learn how to assert themselves appropriately and pick up a number of practical techniques for managing the stress which can arise from managing high levels of customer interaction.

### Learning Outcomes

#### Delegates learn how to

- **create and maintain a favourable impression**
- **communicate clearly**
- **resolve complaints to the customer's satisfaction**
- **exercise assertiveness appropriately**
- **get difficult messages across effectively while retaining goodwill**
- **manage stress and build personal resilience**



This workshop is designed for all individuals and managers in business who feel that they struggle with the creative element of their business self and are looking to develop this side to enhance their effectiveness.

### Jennifer Fitzgerald



Jennifer is an executive coach and trainer of interpersonal skills. She is an accredited trainer of NLP (neurolinguistic programming) and coach trainer with the International NLP Trainers Association. She has trained in accelerated learning and had preliminary training in cognitive behavioural therapy and other psychological disciplines.

Jennifer brings a high degree of business expertise to the programmes she runs. Her credentials come from a highly business focussed career with Schlumberger, Mastercard and Barclaycard. She has extensive international experience and speaks both French and German.

Jennifer runs training courses and coaching programmes at market leading companies, the programmes she runs are fast-paced, thought-provoking, interactive and fun!