

# CUSTOMER ECSTASY

23 March 2023 09:30 AM - 23 March 2023 05:00 PM

## **Brief Overview:**

Designing a product or service and selling just doesn't guarantee success. A business exists because a customer exists. Increasing their number, their satisfaction, and immediate attention to the issues that matter most to the customers are the key to any successful business. In the new normal they are concerned about the quality of product/service and how you reach it to them. Customer Ecstasy is the buzzword that propels a business ahead of its competitors. It's a gladdening experience of a customer when he receives the unexpected which he had never imagined or even dreamt from the organization as a whole. A customer-centric corporate culture is a customer relationship management strategy that focuses on the values of the customer, building trust, offering him solutions, continuous unbound happiness, and makes him feel most valued. This leads to customer loyalty, repeated business, referrals, and profitability.

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## **Session content:**

- Shift in Customer behaviour in Covid 19 - new normal.  
Consumer Psychology.  
Why customers Leave? - Shift in Loyalty.  
Customer service. Good and bad customer service.  
Customer satisfaction.  
Handling complaints - Empathy.  
Customer delight and beyond.  
Customer care departments.  
Customer Ecstasy - Customer support.  
Strategies for customer Ecstasy. Loyalty and strategies to build loyalty.

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## **For Whom:**

- Customer care & customer support Executives Sales Managers / Sales Executives

Marketing Managers /Executives Entrepreneurs  
Trainers  
Consultants  
Academicians

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## **Key Takeaways:**

Consumer psychology in new normal.  
Convincing and Emphatic listening skills.  
Customer service - CRM - Beyond customer Delight -  
Handling difficult customers and complaints.  
Customer care - customer support - Strategies for Customer  
Ecstasy and customer Loyalty

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## **Facilitator profile:**

**Mr. M Chidambaram,  
International Corporate trainer,  
CEO Kaveri Academy of Creative Excellence**

CEO of KAVERI ACADEMY OF CREATIVE EXCELLENCE and General secretary of Exnora International. Excel graduate And Prime graduate in soft skills JCI university, U.S.A.Certified National trainer, area and state trainer in soft skills of JCI India. Empanelled Coach for NLC / TNEB / CVRDE / ICAI / Anna Institute of Management / Forest department / Tamilnadu slum clearance board / Jci India / Punch gurukulam. Has conducted more than 6650 training programmes in the last 33 years inspiring over 2 lakh people - Conducted several leadership and train the trainer seminars for Rotary International. Lions International, Jaycees International to name a few. , Has won the most outstanding trainer of India award of Jci India. Served with distinction as National director training of Jci India, besides serving as its National executive vice. He was the Editor of their National magazine Challenge. Written 3 books besides writing a series of 29 articles for a periodical. Contributed several articles on various topics for various magazines.27 of his programmes have been telecast in DD and various TV channels More than 100 programmes have been broadcast in A.I.R. and several FM radios. His interviews on several key

issues have

been featured in many magazines and newspapers. He has anchored, moderated and compered several public function where the Governor of Tamilnadu, Chief Minister, several Central and state ,Ministers were the chief guests.

### **Fee Details:**

- **Fee Details**
- Member amount : Rs 650.00- (Including 18%GST)
- Non Member amount : Rs 780.00- (Including 18%GST)
- Total Member count :