

Customer Certainty

10 January 2024 09:45 AM - 10 January 2024 05:15 PM

Brief Overview:

Customer certainty typically involves creating an environment where customers feel confident, secure, and assured in their interactions with a company or product.

Providing clear and transparent communication about products, services, pricing, and policies helps build trust with customers.

Ensuring consistency in the quality of products or services and maintaining a high standard of customer service contributes to customer certainty.

Meeting or exceeding customer expectations regarding delivery times, product availability, and service reliability enhances customer certainty.

Operating with honesty and integrity builds trust. This includes being upfront about limitations, addressing issues transparently, and resolving problems promptly.

Simplifying processes for customers, whether it's the purchasing process, product usage, or issue resolution, can contribute to a positive and certain customer experience.

Actively seeking and incorporating customer feedback demonstrates a commitment to improvement, which can enhance customer certainty.

Session content:

- Why is it Important
 - Cost of Acquiring New Customers
 - Understanding Customer Needs and Wants
 - Moment of Truth (Misery and Magic)
 - Product and Process Knowledge
 - Grooming
 - Time Management and Prioritising
 - Responsiveness and Reliability
 - Grooming
 - Professionalism
 - Empathy
 - Rapport Building

For Whom:

- Business Professionals
 - Entrepreneurs
 - Business Owners
 - Marketing and Sales Professionals
 - Executives and Decision-Makers
 - Any Individual who is interested
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Key Takeaways:

Transparently communicate information about products, services, pricing, and policies.
Provide clear and honest communication in all customer interactions.
Maintain consistency in the quality of products or services.
Ensure a high standard of customer service across all touchpoints.
Meet or exceed customer expectations regarding delivery times and product availability.
Demonstrate reliability in fulfilling promises and commitments.
Operate with integrity in all business dealings.

Facilitator profile:

Ms Malini Nair

Her career path spanning 18 years, that wound through entrepreneurial and corporate experiences enlightened her of another equally important but often ignored factor—People/Soft Skills. The succeeding 9 Years of her career have been a symbiosis of her technical skills and people skills. She can design a training programme, develop a model to conduct it and also deliver it. Her training sessions are very interactive. It is rich mix of activities, role-plays, games, questionnaires, videos, group discussions and presentations. She conduct both online and offline programs. It has been a Win - Win Situation where she has learnt a lot from the participants and also been able to make a difference in many individuals.

Fee Details:

- **Fee Details**
- Member amount : Rs 1950.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :