

CUSTOMER SERVICE EXCELLENCE



مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences



RADIATING KNOWLEDGE

Organized by:



leoron.com

Rob HANCOCK



With 25 years corporate experience as a practitioner and a further 12 years as a facilitator, Rob is an expert in all aspects of customer focused business. He was inspired to get into the world of Sales and Marketing skill building following his involvement with the Diageo Way of Brand Building, a capability programme that he facilitated around the world of Pillsbury International.

His FMCG/CPG career began with a stint at the UK cookie company, United Biscuits, after which he allegedly only just missed making his fortune in a start-up, before joining Diageo where he created the 'Death by Chocolate' brand. Moving to Minneapolis, he joined what became General Mills as International Marketing Director, where he launched Green Giant into markets as diverse as China and South Africa, taught the Pillsbury doughboy how to speak Hindi, Australians to embrace fajitas from Old El Paso, and the Japanese to eat Green Tea ice cream in Haagen Dazs shops.

Moving to the travel industry, as VP of Brands EMEA, he introduced Brand Management to InterContinental Hotels and established Holiday Inn as brand leader. Later moving to B2B he led Product and Brand alignment at Carlson Wagonlit Travel, the world's largest travel agency, as SVP Global Marketing.

Rob has subsequently levered his vast marketing experience into the area of capability building and over the past 10 years has inspired some 10,000 managers at over 500 workshops for clients in Healthcare (Astra Zeneca, Bayer, BUPA, GSK, J&J, Merck, Novartis, Nova Nordisk, Pfizer & UCB), CPG/FMCG (Carlsberg, Lindt, Philips, Kellogg, Pepsi, Reckitt Benckiser & SAB Miller), Financial Services (Aviva, Barclays and HSBC), Media (Star TV, Aegis & Mediacom), Retail (Shell & Tesco), and Telecoms (Verizon, BT, Skype & Nokia), encompassing topics as diverse as Insight, Segmentation, Customer Centricity, Strategic Planning and Activation, Brand Positioning, Leadership, Digital Marketing, and Communications in over 50 countries. He is particularly adept at facilitating teams through genuine live business problems, coaching and guiding them to solutions, and is consistently scored highly by clients and attendees alike as a most engaging, inspiring and energetic moderator.

Rob has more recently run masterclasses in the Gulf region for local organisations with attendees from ADCB, ADNEC, Almajdouie, ASREF, Dubai RTA, GOSI, King Faud Hospital, Mitsubishi Electric KSA, Mobily, Samsung ME, and SAMBA. Rob graduated in Business Studies, is a past regional director of the Chartered Institute of Marketing and a member of the Marketing Society. When not travelling on business he loves Formula 1, Skiing and Sailing, and is currently designing and managing the renovation of his home in S.W. London.

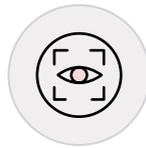
KEY TAKEAWAYS



Learn how to empathize with customers to gain powerful understandings



Learn how to think broad to find hotspots where we can ease the customer's interactions with us



Learn how to focus on big wins to lift satisfaction to joy



Learn how to innovate at client moments that matter



Learn how to measure success and drive advocacy

ABOUT LEORON

Built upon the strong experience in the manufacturing sector, which the founders developed in Sweden during the 90's global expansion, LEORON evolved into a comprehensive training institute, offering training and development solutions in all strategic corporate functions, including corporate finance, HR, SCM, operations, and engineering. With strategic distribution of our offices in leading locations, such as Dubai, Riyadh, Jonkoping, Skopje, Accra, and Almaty, our team of experts delivers approximately 500 courses annually, and roughly 10000 professionals are equipped with appropriate education and the latest insights in a wide assortment of industries across the EMEA region. LEORON's mission is to help our worldwide clients boost their competitiveness by improving the competency levels of their employees, through top quality training and development solutions delivered by unrivaled global experts and facilitated by the best training managers in the industry. Whether our clients are facing difficulties reorganizing their brand, equipping their workforce with an extra set of skills or aiming to assess competencies within an existing structure, our development planning is a great solution.

Yours truly,
 Arben Jusufi, General Manager
 LEORON Professional Development Institute



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VENUE/DETAILS:

Kuwait City



Email: training@kfas.org.kw
Direct: 22278100 ext. 1883/1853/1881
Venue: Kuwait
Program Dates: September 22-24, 2020



COURSE OVERVIEW

Customer Service Excellence is an integrated series of topics that build on each other to drive understanding and behavior change in attendees. It has been developed using global best customer focused practice and is highly interactive with a series of subject areas delivered using a combination of theory, examples and exercises. Participants will work in teams in a friendly, safe, but competitive environment using case study examples so that they can practice their learnings immediately and receive expert coaching from a highly-experienced facilitator.



WHO SHOULD ATTEND

The program is devised for attendees with customer responsibility. It is also valuable for personnel wishing to move into customer facing roles from other functions such as Commercial, IT, HR, Operations or Finance and it is also suitable for those wishing to better understand the critical importance of customer service.



TRAINING METHODOLOGY

BEST PRACTICE APPROACH - is based on sharing best practices from international experts. Global trends and practices are a fluid phenomenon; therefore, our trainers tend to bring the newest practical examples of implementation around the world. They use case studies and examples from various regions, cultures and industries.

INTERACTIVITY - our approach is to have high involvement from the delegates and have them share their idea and experiences with the rest of the group. Multi-channel communication during the training makes it more engaging and effective.

GAMIFICATION - is a fun approach that turns the course into an adult game, with many activities, quizzes and point system. This achieves 95% engagement from participants.

ROLE PLAYS - each program features number of real-life company work simulations and role-plays that help participants to understand the actual nature of a certain concept.

MARKET DRIVEN - approach based on relevant teaching techniques and methodologies that benefit companies in their operations. Based on sound academic knowledge, but delivered with a sense of company implementation and market requirements.

LEORON'S CLIENTS



Customer First

Topic 1: The Customer Service Experience

1. What is great customer service?
2. What mindset do we need to adopt?
3. Which businesses inspire us?
4. Who can we learn from?
5. What experience do we want to create?

Topic 2: Understanding our customers

1. Who are our customers?
2. Internal and External Customers
3. How can we identify customer needs?
4. Where & When
5. Insight drilling

Differentiating vs Competitors

Topic 3: Customer Typologies

1. Personalization
2. Grouping and tailoring
3. Similar Customer Behaviors
4. Current Customer Feelings

Topic 4: How do we perform?

1. What do we do well?
2. How do others do?
3. What do customers value?
4. How do they perceive us?

Devising the Customer Experience

Topic 5: What elements should we focus on?

1. Which aspects matter the most?
2. What should we focus on?
3. The importance of consistency
4. Changing customer beliefs

Topic 6: Customer interactions

1. Mapping the moments that matter to them
2. From awareness to purchase
3. After sales service
4. Loyalty and advocacy

Topic 7: Customer Objectives

1. What new behaviors do we desire?
2. Identifying the new emotions we need

3. What are the barriers to change?
4. Financial benefits
5. Customer imperatives

Executing the Customer Experience

Topic 8: Customer Service Activities

1. Touchpoint planning
2. Connections mapping
3. Trigger Point identification
4. Solutions to customer needs
5. How to provide the right information?
6. Value as a concept vs price
7. Access and availability

Topic 9: Practical service delivery

1. Personal style
2. Briefing others
3. Experience planning
4. Roles & responsibilities
5. Time management – urgency vs importance
6. Avoiding problems
7. Dealing with problems
8. Stakeholder management
9. Implementation



Short Practical Exercises

Topic 10: Revision and action planning

1. **Topic recap:** The facilitator will recap all the steps covered and answer any questions that might arise to ensure that all the learning objectives have been met
2. **Groupwork:** Participants will be grouped in table teams and will practice each step covered in the previous 2 days on a case study. Each team will compete for a prize awarded by the facilitator
3. **Action plans:** Participants will identify and prioritize which aspects to focus on in their roles. They will plan how to implement the learnings and create a personal action plan

COURSE DETAILS

 Delivery type	Group live
 Prerequisites	None
 Level	Advanced Training
 You'll receive	21 NASBA CPE credits

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