MAPPING YOUR SERVICE RECOVERY PROCESS

COURSE OVERVIEW

TACK TMI

Empower your customers to promote your brand

- Design a service recovery strategy
- Set goals for a service recovery approach
- Define the customer experience and investigate current business practice
- Build skill and knowledge in the team/organisation to implement the strategy

The deck is stacked against businesses trying to satisfy their customers. Customers expect satisfactory service and as a result anything that looks like unsatisfactory service stands out. Because of this, it is more likely to be remembered and weighed more heavily in comparison to everything that went right.

This reality demands that we map out a process across the organisation to handle unhappy customers and pay attention to what we can learn from customers who are dissatisfied. We can work at satisfying customers through the purchasing process, but research tells us over and over again that it is our post-sales service people who create the greatest degree of engagement and loyalty amongst our customers.

For further information visit tacktmi.co.uk. If you would like to speak to a member of the team call 01923 897 900 or email uk@tacktmiglobal.com.

2 Day Interactive & Practical Course

Tailored to your business

Visit tacktmi.co.uk for further information

SUITABLE FOR:
Any manager responsible for setting the Customer service strategy and the complaints policy in particular in the organisation

YOU WILL LEAVE THIS COURSE ABLE TO:
- Identify the core parameters of being a Complaint-friendly organisation
- Define Customer-Centricity and the 3 levels of service and their related support mechanisms
- Analyse the 4 critical criteria that businesses need to do to successfully become a complaint-friendly organisation
- Work through 5 principles that support the mapping of the service recovery process
- Identify the critical priorities to map a service recovery in the organisation
- Examine why Customers stop doing business with organisations they were once loyal to
- Implement a Complaint-friendly strategy in the organisation
- Share meaningful data internally
- Empower people in the business to handle complaints
- Implement a complaint response formula that can permeate the organisation quickly and effectively

WE BELIEVE IN THE INDIVIDUAL

a **GI GROUP** brand