

# THE ART OF CUSTOMER SATISFACTION

~Elevate the quality of customer service to increase customer satisfaction~

- ✦ You are uncertain about how to gain a genuine understanding of your clients, their needs, and expectations regarding your company's products, in order to deliver the valuable and desired value they are seeking.
- ✦ Each employee engages with clients in their unique way. How can you establish a shared understanding and approach among all employees to ensure every client feels satisfied?
- ✦ Employees are simply following customer requests without truly grasping their underlying needs and subsequently providing more suitable solutions or actions.

**Through the "Art of Customer Satisfaction" course, you can develop customer satisfaction mindset and gain access to valuable tools and techniques that will help you elevate customer satisfaction**

## CONTENT

### Part 1. An overview of the "Customer Satisfaction"

- ◆ Awareness of customer satisfaction, service quality, and quality management
- ◆ The importance of "Customer Satisfaction"
- ◆ Factors influencing customer satisfaction
- ◆ Three fundamental factors to satisfy customers
- ◆ Understanding the customer journey to increase customer satisfaction

### Part 2. The role of a company representative

- ◆ The ESCAPES model - factors that contribute to customer satisfaction with the company's products and services
- ◆ 5 core principles of a company representative when working with clients
- ◆ 3 roles of a company representative (Be Friend , Be Ambassador , Be Advisor)
- ◆ 7 challenges on service quality and client loyalty

### Part 3. Understanding your client

- ◆ The MAN rule - 3 psychological stages of clients
- ◆ 5 levels of service in the customer experience journey
- ◆ 6 levels of emotional needs of clients
- ◆ Understanding the personality of clients
- ◆ The 5B principles - connecting and maintaining relationships with clients

### Part 4. Enhancing customer satisfaction through effective communication skills

- ◆ Use positive language when communicating with clients
- ◆ Clarify client's expectation and provide solution, build TRUST
  - Think: prepare before meeting with clients
  - Rapport: make good impression and build relationship with clients
  - Uncover: exploit clients' information, understand clients' insight
  - Solution: provide clients with solutions and advice
  - Take actions: carry out actions and persuade clients

### Part 5. Skills for handling inquiries and complaints

- ◆ Identify the reasons for client's dissatisfaction and complaint
- ◆ Understand the value of complaints
- ◆ Handle complaints using the LATTE model
- ◆ Effective negotiation strategies
- ◆ 6 principles for effective persuasion
- ◆ Enhance collaboration between departments to increase customer satisfaction
- ◆ How to understand and measure client's expectation & loyalty

### Part 5: Summary and Action Plan

※The above content is subject to change without prior notices



## OBJECTIVES



- ➔ Enhance awareness of customer service and customer satisfaction
- ➔ Understand clients, their needs and expectations for company's products
- ➔ Improve problem-solving abilities and working professionally to increase customer satisfaction

## TARGET



- ☐ Staff
 ☒ Middle-Management
 ☒ First-line Management
 ☐ Top-Management

## METHOD



**30% theory, 70% practice** through group discussions, presentations, case studies, role-playing, games, etc.



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Professional Training & Consulting

### HCM HEAD OFFICE

Nam Giao Building 1, 261-263 Phan Xich Long, Cau Kieu Ward, HCM

### HANOI REPRESENTATIVE OFFICE

Sao Mai Building, No.19 Le Van Luong St., Thanh Xuan Ward, Hanoi