



The Science and Practice of Crafting Everlasting Customer Loyalty

Session Details

Faculty: Mr. Chris Daffy Date: Tuesday, December 04, 2018

Location: Marriott Hotel County Hall London County Hall, Westminster Bridge Rd Lambeth, London SE1 7PB UK Sign In: 8:30 AM

Phone: +44 20 7928 5200 Session: 9:00 AM - 4:00 PM

Session Description

This workshop explains how the latest Customer Experience Management techniques are used to develop and implement a business strategy that will deliver industry and/or sector leading business performance. It also shows how exceptional service delivery may be harnessed to drive cultural change, motivate employees and create worthwhile differentiation and sustainable competitive advantage.

Biography

MR. CHRIS DAFFY is one of the UK's best-known customer service fanatics. Following a career as an engineer, salesman, marketer, business manager and serial entrepreneur, he has spent the last 12 years focussing on helping organisations understand how to use the latest marketing and customer service techniques to create business growth, customer loyalty and competitive advantage. He is a founding partner of The Marketing Group, Managing Director of the Academy of Service Excellence and has served as a non-executive director on the boards of various UK companies. He has also worked with Manchester Business School on a variety of senior management programmes and has helped to organise and run UK and American Study Tours of Service Excellence. His book, *Once a Customer - Always a Customer* was first published in October 1996. There have since been four more print runs including one in India and the latest one which was launched in America in 2001. His book is now one of the UK's top selling books on the subject of customer service strategy and is used as a program manual and reference book by many of his customers. He has also produced 2 video programmes that are now used to boost service levels in over 1000 organisations by improving the knowledge, skills and motivation of employees. Mr. Daffy has a reputation for providing practical, easy to understand ideas and advice based on experience, research and common sense. His presentations are entertaining, energetic, humorous, inspirational and packed with simple concepts that are of immediate value to all people in any type of business.

Guide to Participant Selection

Department	Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Or	Plng	Pchsg	R&D	Sales
Senior Executive (Pres. Exec & Sr VP)	2	3	3	3	2	3	3	2	2	3	3	3	2
Executive (VP & Gen'l Mgr)	2	2	2	2	1	2	1	2	2	2	2	2	1
Senior Managers (Div & Reg. Mgrs)	1	2	2	2	1	2	1	2	1	1	2	2	1
Middle Managers & Superintendents	1	1	2	2	1	2	1	2	2	1	2	2	1

Time Allocation - Topics

- 10% Why Customer Experience Management can contribute to sustainable success in today's ever more competitive markets
- 25% The look and feel of a Service Winner
 - The organisational issues
 - The leadership issues
 - The cultural issues
- 50% The core tools of Customer Experience Management
 - Gathering, analysing and exploiting customer needs
 - Delivering service perfection
 - Creating corporate WOWs
 - Going whole brain
- 15% Winning Implementation Tactics

Focus

Primary - Leadership Development

Adaptability, Commitment, Communication, Creativeness, Decisiveness, Empathy, Initiative, Interpersonal Relations, Judgment

Secondary - Planning/Organizing

Decision Making, Use of Authority, Direction, Coordination, Guidance, Quality Control, Follow Up

Tertiary - Executing/Controlling/Evaluating

Problem Identification, Analysis, Evaluating Alternative Solutions

Level

Introductory Intermediate Advanced

FOR REGISTRATIONS PLEASE CONTACT: **Graeme Wilkinson**
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