



## Customer Care Basics

This six-hour course, *Customer Care Basics*, reminds us to pay attention to all aspects of customer interactions. The course focuses on customer enthusiasm as the framework to build a successful business approach. Participants learn how customer enthusiasm is built or destroyed while learning process models to implement a customer focused approach. The overarching course goal is to learn how to best create and nurture a mindset about customers. Activities are used to apply the concepts. Participants are encouraged to use course time to reflect upon and plan action steps to improve actual customer situations.

### Program Objectives:

- Identify the differences between dissatisfaction, satisfaction and enthusiasm
- Share the concepts of Level of Expectation (LOE), Level of Reality (LOR) and Moments of Truth (MOT)
- Develop action plans to gain Customer Loyalty

### Course Overview:

This course uses a highly interactive teaching style, combining discussions of relevant theory and principles with practice simulations to create a rich and engaging learning environment.

### Content:

- **Customer Enthusiasm:** working definitions on customer enthusiasm
- **What Are Our Customers Saying:** a self diagnosis to identify what needs to change
- **Satisfied vs. Enthusiastic:** define the differences and the gaps
- **Moments of Truth:** define the opportunities
- **Customer Initiative:** practice situation
- **Video:** classic customer video to identify opportunities
- **How to Increase Customer Loyalty:** explore opportunities
- **Action Plan to WOW!:** define immediate action steps