

# **WINNING THROUGH EXCELLENT CUSTOMER SERVICE**

*For Managers, senior officers, Team Leaders and Customer care representatives*

**DATE: 18<sup>TH</sup> -20<sup>TH</sup> MARCH 2009**

**VENUE: THE PANARI HOTEL**

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## About This Course

Winning in today's fast-paced and highly competitive business world is increasingly becoming more difficult than ever before due to an upsurge in the number of new players. The sheer number of new players entering or threatening to enter hitherto safe and secure markets is simply mind boggling. Virtually all markets are up for grabs and any organization be it an industry leader or any other player boasting of exclusive possession of the latest technology can without warning experience unprecedented migration of its most ardent customers to unlikely suppliers. The fast shifting competitive landscape present in all markets is certainly causing mayhem to market and industry leaders. The situation is further worsened by changing customer tastes and preferences-customers are not only becoming more discerning but wanting more for less. Customers want more and better value for money - they don't mind shopping for the best deal in town.

The old formula for attracting and keeping more customers has been rendered obsolete by the dynamism and complexity of the changing competitive landscape. Consequently many of the conventional strategies based on innovative products, superior technologies and good Service have been unceremoniously rendered ineffective by smarter rule breakers. Sticking with the old formula and expecting to win the ever raging market battle is a recipe for commercial disaster.

Winning through Excellent Customer Service is the only sure formula for winning more and more customers than competition. World Class organizations have successfully used it to defend and enter new markets with minimal resistance. The beauty of this new lethal weapon once more lies in its power to lock in the market and lock out competition without denting the bottom-line. The Wow experience that accompanies the new service delivery formula cannot be imitated by smarter rivals since it's embedded in the organization culture. An investment in winning through Excellent Customer Service Training is undoubtedly a wise and worthy move. It definitely represents excellent return from every shilling invested. Just think of the number of new customers who will be knocking on your doors through the power of the word of mouth from satisfied and loyal customers. How about attaining consistent growth in your top and bottom-lines!

Managers and not the frontline and support staff are the real MATATA in the organization and as soon as they appreciate and tackle it, no significant change in service delivery will be seen even if all other employees are trained a thousand and one times.

Nothing in the organization changes until the managers start changing their thinking behavior.

Our focus during this training is to form the managers from being the source of **MATATA to HAKUNA MATATA** (No problem). Managers will only play this important corporate role when they start Managing with the head and Leading by heart and in the process encourage others to use three faculties of Head, Heart and Hands to create and deliver and exceptional customer experience 24/7/365.

This practical, results oriented and interactive training package has the potential of transforming your managers into drivers and advocates of excellent customer service.

### **Course Objective**

- Attract and Keep many loyal and committed customers for life
- Boast the top and bottom-lines
- Build a good reputation in the market
- Survive and prosper during tough times when customers become scarcer
- Consistently enhance the shareholder value

### **The Main Benefits of Winning Through Excellent Customer Service Training**

This training will among other things offer the following benefits to the managers and the organization:

- Equip the managers with the requisite knowledge and skills needed to meet and exceed the expectations of both the internal and external customers.
- Enable organizations to attract and keep more customers for life
- Transform your managers into leaders and advocates of excellent customer service.
- Assist organizations to build a solid foundation for realizing exponential growth in the top and bottom-lines.
- Demonstrate professionalism on the job while building a proactive problem -solving culture
- Recognize characteristics of human behavioral style and opportunities to adapt to their personal style
- Master strategies for dealing appropriately with difficult customers situations
- Identify and utilize a structured process/model for conducting customer service transactions.
- Use essential communications skills in dealing with customers.

## Course Outline

- Module I:** Understanding the Meaning of Winning and the Concept of Competitive Advantage
- Module II:** Lessons From World Class Organizations In Winning Through Excellent Service [What Leading Global Corporations Have Done To Win One Battle After Another Through Exceptional Service].
- Module III:** The Role of Excellent Customer Service in Making an Organization to Win Major Battles.
- Module IV:** What It Takes To Deliver Excellent Customer Service 24/7/365
- Module V:** The Role of Leadership in the Delivery of Excellent Customer Service
- Module VI:** How to Create Excellent Customer Service Culture
- Module VII:** How to Track and Measure the Level of Customer Satisfaction
- Module VIII:** How to Formulate and Implement Excellent Customer Service Strategy
- Module IX:** How to Sustain Excellent Customer Service in the Organization.
- Module X:** Action Plans for Ensuring The Delivery of Excellent Customer Service Round the clock.

### **The Training Methodology**

The facilitators for Winning through excellent customer service training will use a number of approaches to ensure effective learning. Face to face presentation, syndicate work, role playing, video shows and a number of other effective devices will be used to foster better understanding by the participants of new insights, key principles and applications at the departmental and organizational level.

### **Training Charges: Kshs: 45,000/=+16%VAT**

### **What AMC will provide to the participants**

- Refreshments and Lunch
- Writing materials
- Branded files and Handouts
- Certificate of participation
- Executively framed Group photograph
- An exceptional send off

**Training venue:** The Panari Hotel, Nairobi, Kenya

*Please note that AMC is a DIT [Directorate of Industrial Training] accredited organization.*

### **Course Facilitators**

**Gershon Angado Dulo MBA, BCom, and UoN]** – The Managing Consultant of Adaptive Management Consultants has vast experience in business management spanning over 20 years. Dulo worked for Metal Box and Esso [Mobil oil] in various management positions for an aggregate period of seven years before venturing into Management Consultancy, marketing, advertising and coaching in the early part of the 1990's. G.A.DULO is the brain behind Adaptive Management Consultants. He has successfully developed and introduced a number of innovative business solutions/ products that has taken the market by storm due to their value adding nature:

#### **Major work experiences and projects undertaken by Mr. Dulo**

- Strategic planning project of Metal Box Kenya [Nampak]: 1988-1989
- Marie Stopes Kenya, Customer service training, 1994
- NHIF, Effective time management training, 2002
- Industry Analysis, MBA project papers, University of Nairobi, 2002
- Marketing planning project, MBA, University of Nairobi, 2002
- Strategic planning for Gadman advertising 2003
- Strategic management issues, University of Nairobi, Term Paper, 2003
- Competitor analysis, MBA project papers for the Tobacco industry, 2003
- Kenya Tea Development Agency senior management training, 2005
- Competitive advantage for the Kenya sugar industry 2005, MBA project, University of Nairobi
- Design and implementation of performance management system training manual, currently been offered by Adaptive management consultants.

Dulo is an avid reader, researcher, traveler and highly adaptive personality who will go an extra mile to provide superior customer value.

**G.A. DULO** has over the years emerged as a prolific and motivational speaker and trainer in such areas as Marketing, Customer service, the exceptional manager, performance management, Strategic management, Effective Time management, and Leadership and change management amongst others.

**J B Wairoma, BEd (University of Nairobi)** has several years of extensive management experience spanning over three decades in many sectors of the Kenyan economy. He has successfully conducted many courses locally and abroad in such areas as Customer Service, Performance Management, Management Skills Development, Supervisory Training and Training of Trainers.

## Training Registration Form

Name of Course: \_\_\_\_\_

Course Location: \_\_\_\_\_

Course Dates: \_\_\_\_\_ Fees

*Kshs 45,000  
Exc of VAT*

Registrants(s):

No.	Name	E-mail	Phone
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Organization: \_\_\_\_\_

Contact Person: (If not registered): \_\_\_\_\_ Phone No: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Pin No. \_\_\_\_\_ VAT No. \_\_\_\_\_

**I have read, understood and agreed to AMC's Term and Conditions, related to training courses as outlined in the company document**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **Terms & Conditions - Adaptive Management Consultants Training Courses**

A signed registration form, returned to our office indicates that you have read and agreed to the terms and conditions set out below:

1. A place on any course is reserved only upon receipt of a signed training registration form accompanied by a purchase order for an amount equal to the quoted course fee.
2. Full payment for all training activities must be received 7 working days prior to the commencement of the course.
3. Adaptive Management Consultants reserves the right to cancel or re-schedule courses with 7 days notice. In the event of such cancellation, registrants can opt to have all pre-paid fees refunded in full or credited towards the next available course.

#### **Training Bookings & Inquiries**

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*Thank you for your interest in AMC's training services.*