



# Building Customer Loyalty

On successful completion of this course, participants will have the knowledge and application skills to improve customer service skills and develop customer loyalty. As the customer journey becomes more complex, developing stronger relationships and increasing customer value are fundamental as businesses adapt and grow.

## Objectives

At the end of programme, participants should be able to:

- Understand that the fundamental purpose of a business is to get and keep customers
- Understand the necessity to establish customer commitment in achieving service excellence
- See satisfied customers being converted to loyal customers
- Create awareness of the value of customer loyalty among all employees
- Establish customer rapport to build customer loyalty in accordance with organisational guidelines

## Outline

1. Building customer loyalty is about understanding the customer and helping the customer to solve their problems which gives them a wonderful experience.
2. Customer who is satisfied with your service will refer other people to your company and also refer to your company to do business with you.
3. Over time, customers will continue to come back to you because they feel that you understand them and know what they want and they feel comfortable with you.

## Who Should Attend

Frontline staffs who are responsible for dealing with customer complaints face-to-face or in writing.

## Seminar Details

Date	: Friday, 22 March 2019
Duration/Time	: 3 hrs/ 2pm to 5pm
Venue	: Hotel Grand Pacific
<b>Net Fee Payable</b>	<b>: \$107.00 (incl. GST\$7)</b>

Fee includes handouts & teabreak.  
No refund for cancellation but a replacement will be accepted.

## Enroll Now

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