



# *Delighted* **CUSTOMERS**

Skills for Customer Experience Management

# Managing Customer Expectations

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Operations are at the heart of every organization; department; unit or team. Operations are everywhere, and operations affect everything. Managers and professionals at all levels should understand how to manage operations because operations affect everything - especially the quality of service that we deliver to our customers.

## **An Overview of Delightful Service**

In this opening module, we will learn some foundational principles of creating delightful experiences for our customers - starting with the Mirror Principle to create Service Charters, the Naira Value of Customer Service and the Fantastic Service Equation

## **Understanding Customer Expectations**

Participants will learn about the RATER framework that focuses on the five expectation categories that all customers have - Reliability, Assurance, Tangibles, Empathy and Responsiveness and how to apply this framework to meeting and exceeding customer expectations.

## **Governing Forces of Customer Service**

In module three we will focus on the Governing Forces of Customer Service that actually ensure that the five expectations are met - Job Skills; Communication Skills; Attitude, Shared Vision and Teamwork; and Disciplined Processes & Processes.

## **Managing Customer Complaints and Irrate Customers**

Participants will learn about how to set-up and manage effective systems for managing customer complaints and translating those complaints to opportunities for service recovery and improvement. They will also practice the three powerful techniques for managing difficult and irate customers.

## **Customer Experience Management**

In the final module, we will practice managing customer experience across the various service touch-points and interfaces that customers have and ensuring that we can create the best experiences for our customers using RATER and the Governing Forces.

Delivery will involve the use of a number of experiential activities including self-assessments, case studies, reflective practice and role plays, amongst others. Program can be further customized to meet the organization's specific needs.



# About Learning Impact NG

## ***Our Company***

Learning Impact NG is a leading provider of organizational learning, strategy consulting and financial literacy solutions in Nigeria. The company was incorporated on the 25<sup>th</sup> of June 2010 and was founded by Omagbitse Barrow, a youthful and dynamic Investment Banker, turned Human Resources and Learning professional who had spent a decade working at Investment Banking & Trust Company (IBTC) and later Stanbic IBTC Pension Managers and Stanbic IBTC Bank.

We have worked with some of the largest institutions across a variety of industries in Nigeria's private, public and non-profit sectors. In addition to traditional classroom training, we are at the forefront of the use of learning technology in Nigeria with our innovative Animated Educational Videos that we have deployed for several institutions; our 100% home-made Learning Management System with robust indigenous courseware; and our unique EPaper Vendor service and other Knowledge Management Services that we offer.



## ***Our Methodology***

Based on our proprietary Learning Impact Model, our team of designers and facilitators at Learning Impact NG are focused on ensuring that the impact

of all our solutions is sustained beyond the "event" or "intervention". We pay attention to the following in all our intervention design and delivery:

- 1) Adult Learning Principles;
- 2) Human Performance Improvement;
- 3) The Learning Impact Model;
- 4) Programmatic Evaluation;
- 4) Experiential Design & Delivery;
- 5) Scalability and Impact.

We use case studies, role plays, reflective thinking, scenarios, in-baskets, individual and group activities, games and a host of other experiential learning and discovery-based tools to design and deliver our trainings.



## ***Our People***

We have a strong internal academy led by Omagbitse Barrow, a prize-winning Chartered Accountant and critically acclaimed workplace learning professional and supported by Regina Makyur, a first-class graduate of Economics and a Doctoral candidate in Economics, and Anthony Oni, an experienced learning designer. We also tap into the expertise of a wide and very experienced external faculty for our programs, and our Faculty model is driven by a commitment on on-going learning and research, micro-learning and a strong commitment to publications and innovation.



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