Dear Sir / Madam,

Madras Management Association – Konrad Adenauer Stiftung

Presents One Day Workshop on

“DELIGHTFUL CUSTOMER EXPERIENCE” *(DCXQ)*

**Date**
10th January 2020

**Timing**
09.30 am to 5.00 pm

**Facilitator**
Mr. Sathappan Narayanan
Corporate Trainer

**Venue**
Madras Management Association
New 240, Pathari Road, (Off Anna Salai)
Chennai – 600 006

**Overview:**

With increasing consumer choices, slowing economic growth, informed buyers, Customer Service excellence has become a big differentiator for organizations aiming to grow their market share. Businesses exist to serve their customers. Customer Delight is paramount considering the wide array of choices available to today’s customers and the ever-declining switching costs.

A study published by Harvard Business Review has found a strong correlation between customer delight and key organizational metrics such as revenue, profitability and customer churn. In such a scenario success of any organization is solely rely upon retaining and growing Customer base.

DCXQ workshop is a practical way to help participants to achieve their goals without being overwhelmed with obstacles stumbling their way!

The best customer oriented companies have developed a mindset, a way of thinking that allows and empowers its people to go beyond the traditional approaches to customer service and issue resolution by creating and managing a holistic and enriching customer engagement experience.
DCXQ is a one-day training program, which helps participants in developing an attitudinal shift towards customer focus. It also provides proven strategies and approaches for becoming a customer-focused leader and sharpening your organization’s customer focus.

**Content:**

- DCXQ workshop is exclusively designed to help participants achieve superior performance through customer centric strategies. DCXQ workshop show the beauty and joy of achieving high performance by helping participants achieve the right balance in understanding customer needs & triggers of shortcomings; Developing strategies to improve internal processes & practices to build sustained customer relationships, customer connect through quality services and thereby high performing successful organization.

- What is customer service and why it is so critical

- Key communication skills

- Understanding customer (Internal and External) needs and expectations and evaluating your customer service outlook and style.

- Identifying gaps between customer needs and current service delivery

- Moving from managing customer needs and expectations to service excellence (Creating a positive total customer experience)

- Understanding and managing customer conflict (Dealing with difficult customers)

- Retrieving unhappy and irate customers and creating a Wow factor

- 7 deadly sins of CSA

- Identify relationship roadblocks and threats, understanding emotions at workplace, creating a team approach to customer service
Methodology:

The workshop will be facilitated through interactive sessions supported by visual aids, management games and exercises.

Key Takeaways:

✓ How to build customer relationships and effectively retain them
✓ Understanding why customers buy
✓ What do customers actually say or mean when they call with issues or grievance
✓ How to ensure Customer’s vocal support for your products and company
✓ Listening and Questioning skills
✓ Understanding the business impact on the customer due to your product or service
✓ How to manage irate and unhappy customers
✓ Managing self and importance of attitude
✓ Program enables the participant to learn beliefs, skills and behaviors, which create top performance. Specifically, it helps them get that “Delight” from customers through customer centric approach. Program enables participants to learn strategies and techniques to develop impactful communication, emotional connect with end customers and a positive sales & service culture

For Whom:

- Customer Service Executives
- Service Delivery staff
- Sales and Marketing Executives
- Supporting Staff and Fresh Executives
- Technical and Field service representatives
- Account managers & Relationship managers
- Credit and billing specialists, Business owners
- Managers and Leaders who want to develop service excellence Mindset.
Facilitator Profile:

• The Trainer Mr. Sathappan Narayanan, founder of soft skills training company-'Joyatwin Training and Consulting' is passionate about training and strongly believes joyful attitude wins. According to NS ‘Love your job and live your dreams’ is the mantra for success and happiness. As per NS, every individual has natural talents. Once they identify their natural talent and focus on the same, success become a journey and not destination.

• Having worked with Indian and MNC corporates, travelled widely within and outside India NS is enriched with good amount of knowledge on human behaviors. His experiences with vast number of people with cross-cultural background strengthen the content of his training sessions and help transforming people.

• NS mentored and trained vast number of personnel in his successful career to realize high performance by tapping their latent potential. NS is combining his successful experience with proven professional training technics of IATD into his training sessions.

• NS is a graduate with post graduation in management. His academic qualification include PGDMM and Master diploma in Training and Development from IATD. NS’s joyful, innovative methods created a spring of joy to those training sessions conducted for diversified group of individuals from below listed corporates:

- NTPC-Tamilnadu Energy company Ltd
- Balaji Buildwell-Action Tesa
- Royale Touche Laminates
- Rane Group
- TVS Dynamic Global Freight Services Limited
- Electronic Security Association of India
- ACI Automation P Ltd
- SAF Holland India Pvt Ltd
- Sicame India Connectors Private Ltd
- Matrix business services india P Ltd
- Vaata Group –Wind Energy
- Compact Systems Pvt Ltd – UPS
- Vestas*Unifi – PMS
- Balaji Ply & Laminated Board Manufacturers
- Augustin Wooden Products
- Party Fundoo
- Chrysalis
- Arihant Retail Pvt Ltd
- Safeguard Technologies,
- Rane TRW Steering Systems
- Micro business Solutions
Fee Details:

Members of MMA: **Rs. 1,800/-** inclusive of GST 18%
For Non-Members: **Rs. 2,950/-** inclusive of GST 18%

The fee includes Workshop Kit, Lunch & 2 Time Refreshments.

**Or Click here for Online Payment**

GST: 33AAATM5522B1Z7

The cheque/DD to be drawn in favour of “Madras Management Association” payable at Chennai and be sent to:
Madras Management Association MMA Management Center,
New No.240, Pathari Road (Off Anna Salai), Chennai 600 006.

Please Note:

It may be appreciated that a minimum number of 10 participants would be required for the programme to go through. Kindly bear with us until we receive the necessary nominations for confirmation of the programme.

Please do not use the default “reply” button to respond to this mail as this is an Automated Software; we request you to send your nomination at the earliest to this mail;
mma@mmachennai.org / head-cce@mmachennai.org
Phone: 044-2829 1133

For further details contact:
Gp Capt Dr R Venkataraman (Retd) Mobile 94447 00068
Sriram Saravanan: 9952019173

**Registration starts at 9.00 am and Workshop commences at 09.30 am.**
Prior registration is necessary. The fee once paid will not be refunded; change in nomination from same organization will be permitted.

We would be pleased to provide any other information required by you and look forward to receiving your nominations for the workshop.
Thanks & Regards

Gp Capt R Vijayakumar (Retd), VSM
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