

## Workshop on ' R.E.T.A.I .N- Workshop on Customer Retention'

### Training Content:

- Business Era – Services
- Value & Retention Types of Customers
- SMILE Reactive Vs Proactive
- Customer Life-time
- Handling Irate Customers HEAL
- Important Case Studies
- Developing - Customer Service Strategy
- Profiling self-customer service attitude
- Practise, Assessment & closing!