



# RETAIN – Enhanced Customer Skills

(FICCI in collaboration with Adroit-HR Straight)



October 6-7, 2016

at

FICCI, New Delhi

## 1. Introduction

Today any business that provides a product or service to customers, acquisition of customers is always going to be among its top priorities but what many businesses tend to forget is that there is so much to be done when it comes to ‘retaining and nurturing’ that customer. Good customer service skills are equally and importantly critical in any organization in order to create an impact and to back an excellent product with a high quality service. Customer service training is one of the smartest investments a company can make as this will pay off with improved customer loyalty, employee retention, and by enhancing the company’s image.

Our programme on “**R.E.T.A.IN** (Remarkable Engagement Through Amazing involvement) – Retention Through Customer Focus Approach and Effective Customer Service”. RETAIN goes beyond ‘sloganeering’ and prepares employees for delivering ‘Customer Service’ so that it serves as a key differentiator in a cluttered market.

After attending this program you shall be able to:

- Get results & build effective work-place culture based on excellent-Customer Service
- Help employees in gain new skills and develop abilities to handle challenges, it helps in strengthening the bond between the customers and your organization for enhanced retention.
- Improve your investment in employees so as to maintain the ability in providing excellent customer service consistently for enhanced revenues across organizations.
- Improve ROI between your workforce and customers; Thereby having an extremely positive effect on the morale and drive to achieve goals / targets.
- Inculcate the culture that keeping/retaining customers is as important as it is to get them

## 2. Who should attend?

Everyone and anyone at middle management level in an organization who face , interact and / or manage the customers at any given point of performing their deliverables and want to imbibe ‘**Customer Focus**’ attitude should attend this workshop. This program is designed to cater to the individuals at all hierarchy levels in an organization, cutting across varied sectors and segments of the market.

## 3. Certification

Certificate of participation will be issued to all delegates by FICCI Quality Forum.

## 4. Course Material

All participants will be provided a course kit comprising of comprehensive workbook, folders and the required stationery during training.

## 5. Methodology

A judicious mix of class room presentations, exercises, group discussion, case studies on customer service and Hands-on practice will be used. Participants will be encouraged to relate the learning to live situations.

## 6. Course Schedule and Registration Procedure

**Date:** October 6-7, 2016

**Timing:** 09:30 hrs – 17:30 hrs

**Nature:** Non residential

**Venue:** FICCI, Federation House, New Delhi

**Participation Fee:** Rs. 12,500/- + S. T. @ 15% (Total amount of Rs. 14,375/-, includes cost of training, course kit, lunch, tea etc.)

**Registration:** Send registration form along with Cheque/DD in favour of ‘FICCI Quality Forum’ .The seats are limited to 20 and registration will be done on first come first serve basis.

**For further details & to reserve your seat, please contact:**

Vinti Mehrotra

T: +91-11-2348 7563

M: +91 - 9810884471

E: [fgf@ficci.com](mailto:fgf@ficci.com) ; vinti.mehrotra@ficci.com

### 7. About FICCI Quality Forum

FICCI Quality Forum (FQF) is a specialized division of Federation of Indian Chambers of Commerce and Industry (FICCI) set up with objective to sharpen the competitive edge of Indian Industry. FQF provides training, consultancy and research services focused on enhancing the quality quotient of clients and partner organizations.

For the past 20 years, FQF in collaboration with renowned national and international partners has been providing training on various **ISO management systems** like ISO 9001 Quality Management System (QMS), ISO 14001 Environment Management System (EMS), ISO 22000 Food Safety Management System (FSMS) and Occupational Health and Safety Management System (OHSAS) 18001 standards and also providing trainings on different **Behavioural and skill based topics** to Industry at large through pool of highly competent & experienced trainers

### 8. About Our Faculty

Ahmad Mehdi has over 15 years of experience in various disciplines like Customer Experience, Sales, Service Marketing, OD – Training and HR. The knowledge that he has gathered by virtue of working with industry leaders like, Xerox, Gestetner, HCL, NIS Sparta, Bharti Learning Systems and Ricoh has made him the seasoned HR consultant that he is. He is also serving as the 'Special Invitee' of 'Skill Development Training Committee of IETE'.

In addition to being an Electrical Engineer and an MBA he has also been certified on various training program and skills.

He has been instrumental in driving consulting projects in various organizations like IBM, Ricoh and Airtel on diverse HR interventions like Compensation & Benefits, Policies, PMS and

Competency framework etc. He has got a total training delivery experience of more than 2000 hrs on diverse behavioural and skill based topics.

### 9. Program Details

#### Day 1

- Introduction and Workshop Contracting Expectation Mapping
- Business Era – Services
- Value & Retention Types of Customers
- SMILE Reactive Vs Proactive
- Customer Life-time

#### Day 2

- Handling Irrate Customers HEAL
- Important Case Studies
- Developing - Customer Service Strategy
- Profiling self-customer service attitude
- Practise, Assessment & closing!