



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

**Customer Service Training and Quality Support
2 Days Training**



Customer Retention and Loyalty Training Program

OVERVIEW



You are a business or part of one, then you surely, interact with customers. Their retention and loyalty are something that for sure is something you will think of! Let us make a statement here, customer retention for sure can transform your business. It is a mission for many organisations. And when the performance indicator is red, and the customers show a reverse sign or choose to take a U-turn, then it is a sign for the organisation and a time when immediate action is required.

Do loyalty programs increase retention? We normally say, in the earlier times, we saw people go to visit doctors and take medicines after they fell sick, now in 2021 especially post the pandemic, is the time when people believe in taking care of their health and having vitamins, and ensuring their health condition is fully fine. Similarly, the customer retention and loyalty program are the same, organisations do not want to wait for the customers to raise complaints or show dissatisfaction, they want to ensure customers are happy and sticking around because of the value they receive.

How do you create customer loyalty and retention?

Developing impactful customer retention and loyalty strategies is on the mind of every brand. Winning a customer and retaining them is on the dream list of every sale and service person. With a higher number of satisfied customers, the employees are bound to have an increase in productivity too

This Customer Retention and Loyalty Training Program will dually empower you. Firstly, with the opportunity to hone your abilities innately. Secondly, it will help you enhance your customer service skills in going the extra mile for the customer.



Course Objectives

This program equips you to work on your customer service skills, understand the customer's requirements and address their pain areas. This is an advanced level course that helps the participants to develop high customer satisfaction index and loyalty. This program will help you go above and beyond for your customer. An effective customer retention program would entail one to create an effective strategy to manage customer relationships, nurture key accounts, and ensure customer loyalty

Upon completing this Customer Retention and Loyalty Training Program successfully, participants will be able to:

- Enhance the customer satisfaction
- Empathize with the customer and understand his requirements
- Identify the values required for excelling in customer service
- Recognize the importance of customer service – Use a customer-focused approach
- Increase customer retention and loyalty
- Build a customer loyalty strategy to increase profits
- Analyse customer behaviours and have a high-level customer satisfaction index
- Develop customer loyalty strategy and customize it to fit the requirement
- Understand the nature of customer loyalty and apply it in relationships

TRAINING METHODOLOGY

This collaborative Customer Retention and Loyalty Training Program will comprise of the following training methods:

- Presentations
- Roleplays
- Group Discussions
- Lectures & Seminar Method
- Assignments
- Activities
- Polls
- Surveys
- Whiteboard interaction
- Case Studies & Functional Exercises
- On the spot Coaching





ORGANISATIONAL BENEFITS

Every organisation believes in building its customer base, keeping its brand name high, and retaining customer loyalty at all times. Yet every single organisation is faced with customers loyalty is challenged or expectations not met, one or the other time and have to deal with them. If you are an organisation that believes that you want to keep the brand value high and do not want the customers to go unhappy, this program is for you and your employees. This Customer Retention and Loyalty training program works with the individuals to work with the customers to understand their requirements, not only fulfil them but also to create the customer delight and retain their loyalty with the organisation

Companies who nominate their employees to participate in this Customer Retention and Loyalty Training Program can benefit in the following ways:

- Gain better feedback from the end-user of their products and services
- Have their employees created a pathway of customer delight?
- Employees will understand the importance of a professional customer-service attitude
- Reduction in complaints from the customer
- Your organisation will be commended for exceptional customer service
- Higher Customer Loyalty
- Better Customer Engagement for a prolonged period

PERSONAL BENEFITS

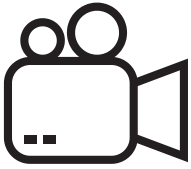
Every individual attending will benefit from this training program in various ways, through a keen and focused attitude.

Individuals who participate in this Customer Retention and Loyalty Training Program can gain from it in the following ways:

- Understand each customer separately
- Manage customer expectations
- Become an expert in customer relations
- Gain customer loyalty and retain customers
- Develop skills in making each customer feel important
- Learn ways to create a delightful journey for the customer to retain them
- Who Should Attend?
- Sales and marketing team employees
- Strategic Planners in the Customer Loyalty Department
- Team Managers
- Customer-facing executives
- Team leaders in Customer-facing teams / Contact Centres

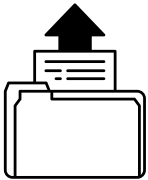


PROGRAMME HIGHLIGHTS



+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : Know and understand your customer

Module 2 : Measuring Loyalty

Module 3 : Using the Data

Module 4 : Understand why customers don't stay

Module 5 : Segment the Customer Base

Module 6 : Listen to their requirements and what will make them happy

Module 7 : Creating Customer Loyalty – 1

Module 8: Creating Customer Loyalty – 2



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.

OUR CLIENT





**Jakarta International
Customer Service Institute**

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

LOKASI

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Kantor 2

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