

# BASIC PRINCIPLES OF LEAN CUSTOMER CARE

For High-Level Personnel In The Service And Hospitality Industry

22 June 2012 - The Palace - Sliema - Malta

## WORKSHOP TIMETABLE

**This event is a very interactive workshop, an open conference, and a continuous round-table debate, aiming at transmitting basic LEAN CUSTOMER CARE concepts and principles to attending managers in a practical, hands-on, result-oriented fashion. Effective ways of progressing rapidly from principles to implementation will be illustrated.**

Delegates will be requested to present the main problems they are facing operationally in their present relationships with customers. The appropriate Lean Topic suited to face effectively those problems will then be illustrated. The main Lean Topics covered in this event are:

### MORNING

- Establishing and maintaining good client relationships by getting involved with your clients' requirements.
- How to manage the process of client care including complaints and positive feedback issues.
- Ensuring customers have a positive attitude towards you and your organisation - **Customer Experience**.
- Using sound customer care principles to stand head and shoulders above competition.
- Building a sound reputation for the assurance of both your customers and your staff - *customers come second!*

### AFTERNOON

- **Lean Customer Care** - Core Approaches:
  - Customer Satisfaction is no longer adequate: today you need to "impress" clients!
  - The "Service Recovery Process" – or, transform a dissatisfied customer into an enthusiastic promoter of your organisation!
  - Empowerment of Frontline Personnel is vital: no customer query, comment or complaint can any longer be "escalated"!
  - How to transform customers into "powerful sneezers", spreading (positive) promotional bacteria at 360 degrees, in a lean, viral marketing mode.
- **Lean Customer Care: a cultural revolution!**

For further, comprehensive details, please visit

<http://www.scodanibbio.com/malta2012/>