

When the customer rarely rings twice: how to succeed and grow in the age of the never satisfied consumer

with Will Kinsman

Friday 9th March, 219 St John Street, London, EC1V 4LY

Introduction

According to many commentators, we are living in the age of the never-satisfied consumer. It's a world where cars start first time, all powders wash whiter than white and dishes always shine - and it's a world where consumer expectations are continually re-setting the customer service bar. In a sector such as ELT, which is becoming increasingly commoditised and competitive, opportunities to delight our customers can only become fewer whilst their tolerance of service shortfalls will continue to decrease, creating further pressures and real problems for those managing ELT businesses.

Session outline

The session will be highly participative, with lots of breakout groups and syndicate work.

Delegates will be asked to bring 'real life' issues and challenges from within their own organisations, which will be used as the key source material during the day, with the group analysing specific service challenges and developing practical solutions.

The session will introduce different theories and models from a range of different service industries and will encourage delegates to look beyond traditional ELT paradigms to find new answers to their own service challenges.

Timetable

Registration	10.00
Start Time	10.30
Approximate End Time	16.30
<i>Lunch and refreshments provided</i>	

Session outcome

Drawing on real case studies, this session is designed to equip ELT managers with the practical tools and insights to help them succeed and prosper in the age of the never-satisfied customer, including:

- how to **manage the end-to-end customer experience**, adding value and delivering consistency across each stage
- how to **conduct a customer service and marketing 'MOT'** within your organisation and to make sure it passes first time!

- how to **identify ‘best of breed’ service benchmarks** from other industries and apply them in your own organisation
- how to construct and implement a **powerful customer feedback programme** for maximum return and minimal cost

Trainer profile



Prior to joining the world of EFL as Bell's first Sales & Marketing Director in 2006, Will Kinsman enjoyed a highly successful career working for some of the biggest brands in the financial services industry in a range of senior sales and marketing roles.

He is a regular conference speaker on a range of management issues within EFL, with a particular focus on marketing, brand and customer experience.

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