

WIN THE
HEART OF YOUR
CUSTOMER

Leading Customer Loyalty

HOW DO YOU CONNECT WITH CUSTOMERS?

Just providing a great product or service might not be enough for business to ensure long-term success. What can set you apart from competition is creating meaningful relationships with your customers to ensure they remain loyal and continue to choose your offerings over competitors. This is where our new program, 'Leading Customer Loyalty', comes into play.

The program is designed to equip leaders with the skills and strategies needed to cultivate customer loyalty, whether dealing with internal or external customers. The program emphasizes the importance of understanding customer needs, exceeding their expectations, and consistently delivering value. It also focuses on the role of leaders in creating a customer-centric culture within their organizations, where every interaction adds value and strengthens the customer relationship.

Loyal customers not only contribute to steady revenue but are also more likely to recommend your business to others, acting as brand advocates. They are less sensitive to price changes and more forgiving of occasional mistakes. Moreover, it costs significantly less to retain an existing customer than to acquire a new one, making customer loyalty a key driver of profitability.

For leaders, being on top and driving the topic of customer loyalty is crucial. Leaders set the tone for how their teams interact with customers. By demonstrating a commitment to customer loyalty, leaders can inspire their teams to go the extra mile in serving customers. Furthermore, leaders play a pivotal role in making strategic decisions that can enhance customer loyalty, such as investing in customer service training or improving product quality.

Nurturing customer loyalty is a strategic approach to business success in today's customer-driven market. It's about building genuine connections with customers, exceeding their expectations, and turning them into loyal advocates for your brand. Embrace the challenge, harness the power of customer loyalty, and let it drive your business to new heights.



WHAT IT'S ALL ABOUT

TARGET GROUP

Leaders who, with their teams, aim to cultivate strong relationships with internal or external customers through exceptional service strategies.

LEARNER'S OBJECTIVES

Participants will learn behaviors that develop customer loyalty and how to share them with their teams through a regular weekly cascade.

- Developing customer loyalty
- How to make a human connection
- Listen to learn from customers
- Discover the real job to be done
- Taking responsibility and ownership of what needs to be done
- Following up to strengthen relationships
- Share insights openly with others
- Surprise customers with unexpected extras

FORMAT

1-day training onsite. Designed as a train the trainer type approach. Each week the leader will be able to lead short team session with their team to further develop their teams' behaviors and develop more loyal customers.

LANGUAGE

English initially, German following later



HOW IT IS ORGANIZED



Registration Process

There is two ways how you can run this program:

Open Program

Are you an individual and simply want to sign up for the training, while learning together with others from the Haniel Group? Please register by filling out the form on our website [registration-leading-customer-loyalty](#).

Customized Program

Are you interested to run this program with your team or in your function/area? That makes total sense – all you need to do is contact us and we'll find the right format and time for the training!

Dates and Time

We have scheduled one training for the first half of the year. If there is more demand, we can add further dates. The program will start at 9 am on the first day and end at 5 pm (CET) on the last day.



13.06.2024, Duisburg

Costs

300 € net program costs per participant (plus board and lodging).

Contact Persons



Nomination & Organization

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Program Facilitators

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Do you want to become a facilitator?

The train the trainer process allows teams and departments to deliver the learning to entire audience, in the language you want, at the cost you can afford, with the level of customisation that suits your team, department, division or organisation. If you want to become a facilitator, please reach out to us!

Train-the-Trainer Process



1. Attend the program as a participant
2. Review trainer notes and facilitator videos and support content
3. Attend a train the trainer process, virtual or face to face
4. Deliver first program with coaching.
5. Review feedback and agree on next steps with you coach
6. Annual training review to maintain train the trainer status.

