



BUYOLO
BUSINESS | ADVISORY | SERVICES

Customer Care Training

Client

Cape Craft Design Institute

Objectives

The programme explores links in the customer service chain. It explores customer care tools, customer loyalty and retention of customers. Ultimately it provides a customer satisfaction map.

Tactics employed

- considered principles of customer service
- discussed case studies
- assessed impact of customer service to an organisation

Outcomes

By the end of each workshop, delegates had

- better insight into customer care
- more confidence about their ability to implement tools learnt from the course in their organisation
- a plan to implement customer care in their own organisation