



Your Revenue Growth Partner

CUSTOMER SERVICE SULPHOD SALES TEAM

16th July 2025



How to Effectively Manage Time

5Ps

- Prioritize
- Plan
- Prepare
- Pace
- Persist



“Having you started eating the frog”



The eat the frog strategy is a **prioritization and productivity** method used to help people identify difficult tasks. The idea is that you identify one challenging task (the frog) and complete the task first thing in the morning (eating it).

PLANNED CALL



Structured Call

Planning and Preparation



PLAN

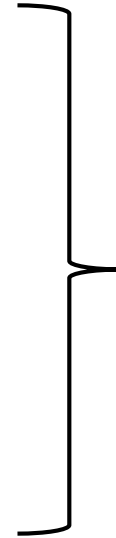
Sales Driver Check

Review of Objectives

Presentation

Close

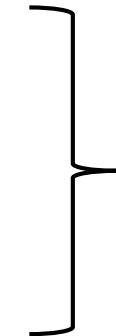
Activation



DO

Administration

Evaluation



REVIEW

Exercise

- What is your favourite restaurant/ eating place?
- What do you love about that place?
- What would you change about that place?

What is a **customer**? Definition, types and categories



Who is a Customer?



Customer (sometimes known as a client, buyer, or purchaser)

is the recipient of a good, service, product or an idea - obtained from a seller, vendor or supplier via a financial transaction or exchange for money or some other valuable consideration.

Customer vs. Consumer

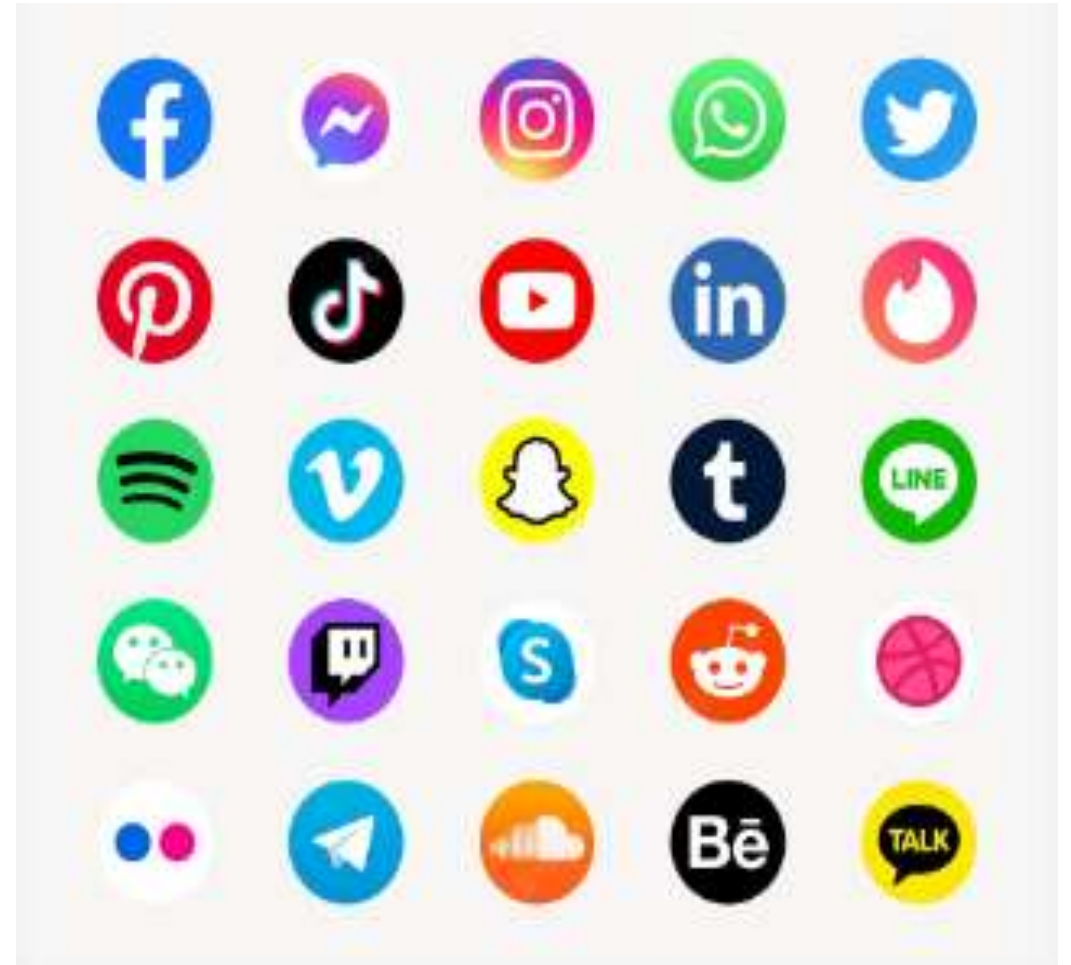
A customer is a person or company who purchases goods and services. A customer becomes a consumer when he or she uses the goods or services.

Types of customers



Characteristics of today's customer

1. Customers are very well informed.
2. Customers look for solutions
3. Customers are social beings
4. Customers stay connected



The Worst Experience....



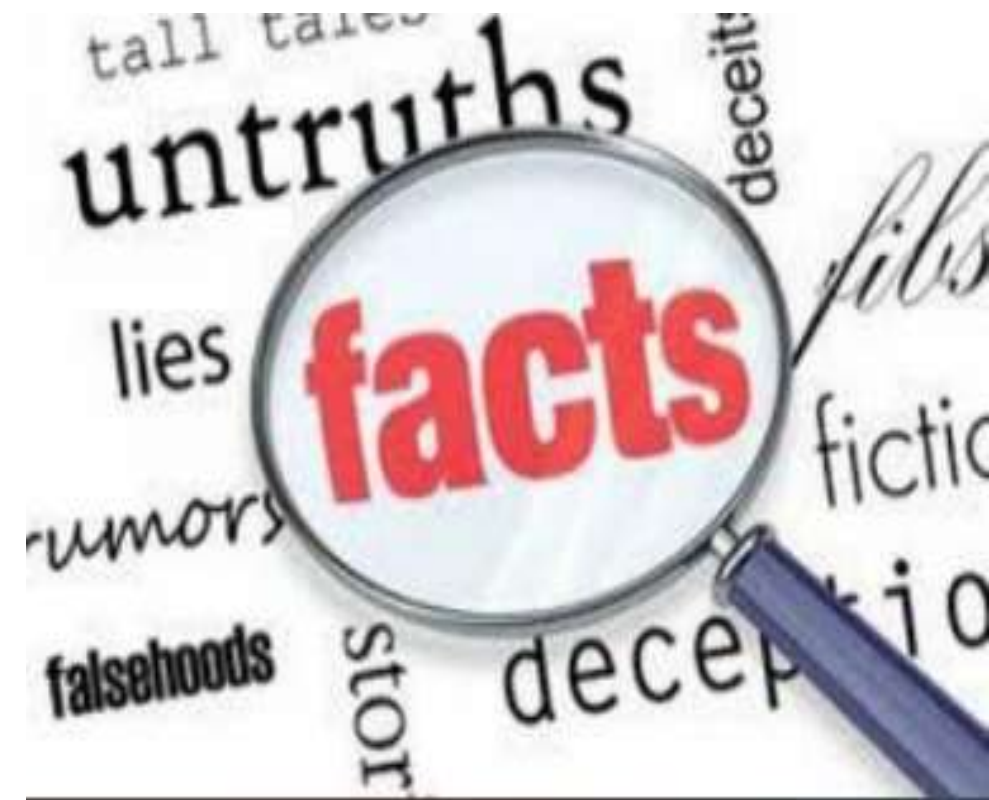
Facts about Customers

- The customer is the business' biggest asset.
- The customer's payment becomes part of our salaries, wages and bonuses
- There is no profit , no growth, no jobs without the customer
- The customer will go where He/ She receives the best attention



Facts about Customers

- A typically dissatisfied customer will tell 8-10 people about their problem
- 7 out of 10 complaining customers will do business with you again if you resolve the complaint in their favour
- If you resolve a complaint on the spot, 95% will do business with you again



Did you know.....

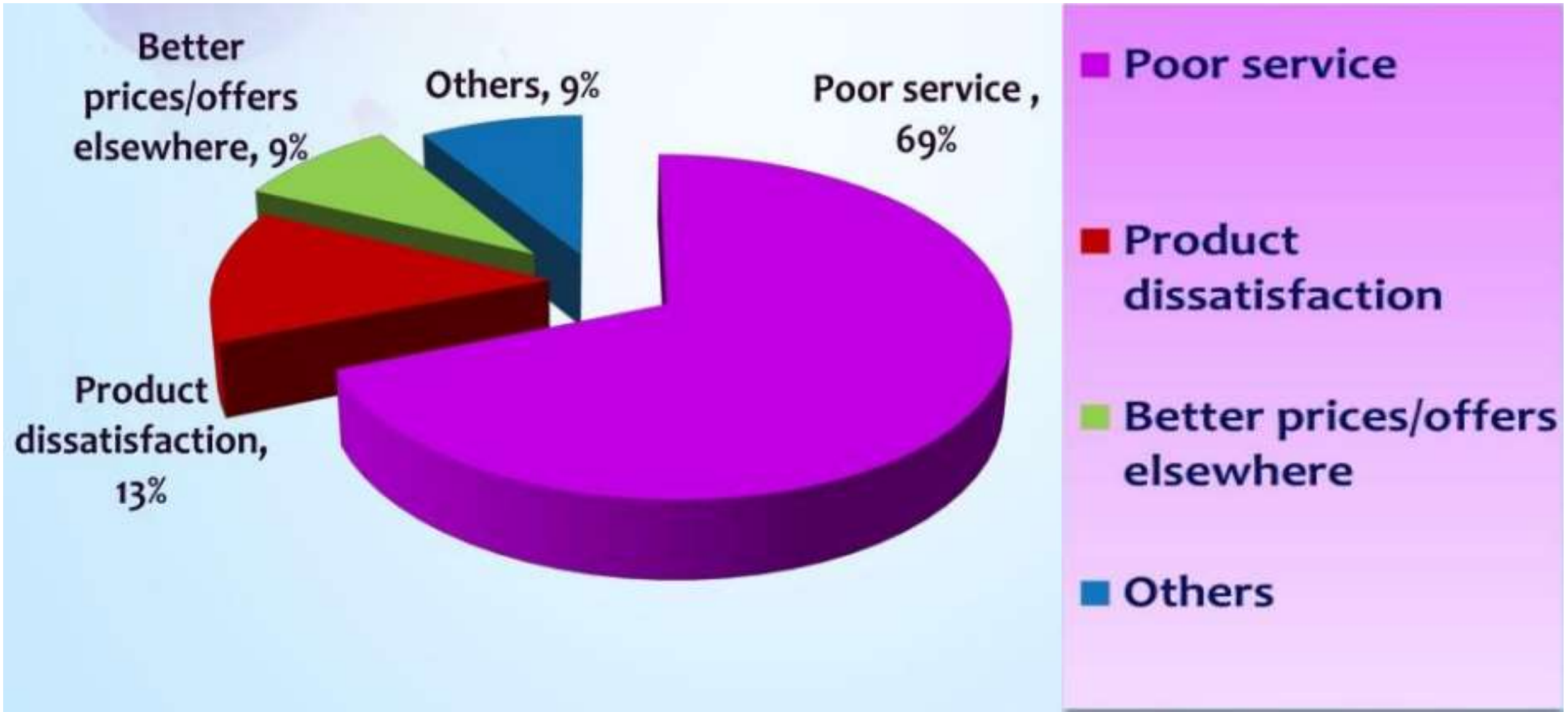
5 – 20% → Probability of selling to a
new prospect

60 – 70% → Probability of selling to an
existing customer

It takes 12 positive experiences to make up for
one unresolved negative experience.



Why do customers leave?





"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption to our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."

- Mahatma Gandhi

Common Excuses for Service Lapses

- I dont have enough time
- I dont get paid enough to be nice
- Every customer is totally irate today
- I am having a bad day
- I am always too busy
- I cant deal with people who dont show me respect
- How can I do a good job if the other departments do not provide the back up we need?

Emotions Hold The Key To Customer Experience



Customers have many
different interactions
with a brand



Interactions that
influence emotion
become memorable

Positive and negative emotions drive a customer's experience

Positive emotions



Appreciated
Confident
Respected

Negative emotions



Annoyed
Disappointed
Frustrated

Qualities Important to Customers

- ✓ Accuracy
- ✓ Friendliness
- ✓ Timeliness
- ✓ Efficiency
- ✓ Courtesy
- ✓ Honesty



Customer Interaction points



Customer Experience



Sum of all interactions in different places, via different channels, and over time.

How customers feel about your business or agency.

Customer Service

At a specific time, place, and channel. It's the help you get. It's reactive.

CUSTOMER EXPERIENCE

VS

CUSTOMER SERVICE



What is the Customer Interaction cycle (CIC)?

- A reliable memorable 4 stage process for working through customer interactions



Customer Interaction Cycle (CIC)



BENEFITS OF CIC



STAGE 1: RECEIVING



BE READY

What is it

- Anticipating customers needs and preparing to meet those needs

How to do it

- Prepare yourself to meet those needs:
 - Physically
 - Emotionally
 - Having the appropriate information

STAGE 1: RECEIVING

WELCOME

What is it

- Greeting the customer- signaling you are interested and ready to respond

How to do it

- Show interest through positive verbal language:
 - Body language-put on a smile
 - tone of voice
 - verbal language

STAGE 2: Understanding

LISTENING FOR FEELINGS AND FACTS

What is it

- Hearing and remembering the feelings and facts that customers express- concentrating on what the customers are saying

How to do it

- Resist distractions
- Suspend judgement
- Identify the customer's feelings and facts
- Remember what the customer says





STAGE 2: Understanding



ASK QUESTIONS

What is it

Using effective questions to help understand your customers'

How to do it

- Know what information you need and what kind of questions to ask to get it
- use the right type of question at the right time in order to get the best information in the shortest possible time
- Ask questions in a concerned, empathetic tone of voice

STAGE 2: Understanding

RESTATE FEELINGS AND FACTS

What is it

- showing customers that you have heard them and that you understand

How to do it

- Identify and acknowledge customers' feelings and facts
- summarise the facts
- Reaffirm these facts

Emotions Hold The Key To Customer Experience & Loyalty



Customers have many
different interactions
with a brand



Interactions that
influence emotion
become memorable



Memorable
experiences shape
relationships



Relationships
drive business
outcomes

STAGE 3: Helping

OFFER INFORMATION AND OPTIONS

What is it

- Explain to customers the solutions that best meet or exceed their expectations

How to do it

- Understanding why its important to your customer
- Be knowledgeable about the agventure products and services
- Develop options that best meet the customers need



STAGE 3: Helping

SET EXPECTATIONS

What is it

- Involve the customer in making the decisions on the best solution for their needs

How to do it

- Be clear about what you can and cannot do
- Focus on the positive- what you can do
- Link the options you present to what is important to the customer



STAGE 3: Helping

GET AGREEMENT

What is it

- Be clear with customers on the specific details of what has been decided

How to do it

- Summarise what you as the service provider will do
- Summarise what the customer will do
- Ask a closed- ended question to confirm agreement
- Listen for the customer's approval



STAGE 4: Keeping

What is it

- Ending your customer interaction on a positive note and building a bridge to future business with your customer

How to do it

- Check for satisfaction
- Thank them
- Bridge link to future business opportunities
- Follow up: make sure what you promised your customers is what they received

STAGE 4: Keeping

Customer loyalty segments



Experience Matters For Loyalty

Forrester's CX Index

Customer Experience Quality



EFFECTIVENESS

The experience delivers value to the customers.



EASE

It's not difficult for customer to get value from the experience.



EMOTION

Customers feel good about their experience.

Customer Loyalty



RETENTION

The likelihood that a customer will keep existing business with the company.



ENRICHMENT

The likelihood that a customer will buy additional products and service from the company.



ADVOCACY

The likelihood that a customer will recommend the company to others.

Emotionally Engaged Customers Are:

3x more likely to recommend

3x more likely to re-purchase

44% rarely or never shop around

33% would need a discount of over 20% before they would defect

63% are likely to forgive a company's mistakes

Difference Between Customer Retention and Customer loyalty

Customer Retention

- ♥ Keep existing customers engaged
- ♥ Provide quality products and services
- ♥ Offer excellent customer service
- ♥ Consistently meet customer expectations
- ♥ Implement strategies to minimize customer churn

Customer Loyalty

- ♥ Develop strong emotional connections with customers
- ♥ Provide personalized customer experiences
- ♥ Establish trust and credibility
- ♥ Create loyalty programs and reward systems

Understanding And Improving Customer Retention And Loyalty 3