

Presents

Knowledge Partner

One Day Workshop On

ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE

by

JOHN TSCHOHL

THE INTERNATIONALLY RECOGNIZED
CUSTOMER SERVICE STRATEGIST



Online Workshop Director



- FOUNDER AND PRESIDENT OF SERVICE QUALITY INSTITUTE
- AUTHOR OF THE FIRST IN THE WORLD CUSTOMER SERVICE PROGRAM
- SERVICE STRATEGY CONSULTANT
- INTERNATIONALLY RECOGNIZED CUSTOMER SERVICE STRATEGIST
- BEST SELLING AUTHOR
- CALLED THE "GURU OF CUSTOMER SERVICE" BY USA TODAY, TIME AND ENTREPRENEUR MAGAZINES
- SELF-MADE MILLIONAIRE

June 07, 2024 at Marriott Hotel, Karachi from 09:30am – 05:00pm



“John Tschohl gets it: companies have nothing without customer success. John is the guru when it comes to customer service”

Marc Benioff
Chairman & CEO of Salesforce

For over **45 years** John he has solely focused on helping organizations drive a **service culture** and create a **customer experience** through his technology built on practicality, simplicity and common sense.

With his credibility and focus on **empowerment** and the **power of the social media** he has the ability to emotionally communicate the power of the service strategy from top executives to the total workforce.

Featured on major television shows from Good Morning America to USA Today's cover story, newspapers, radio stations, and magazines from almost every corner of the world. **John's technology and books** are in **11 languages**, represented in over **45 countries**.

JOHN'S SPEAKING STYLE

Tschohl is **dynamic, hard hitting, and inspirational**. His experience and “guru” status provide the credibility critical to get management buy-in. He will create an **emotional buy-in** using **measurable data** that CEO's respond to. His books are especially recognized and highly esteemed by senior executives as the most powerful must-reads on Customer Service. John is a self-made millionaire. His message is built around his almost 50 years in speaking, designing training programs, and developing a high performance workforce.

A **service strategy** is critical in today's global competitive marketplace. Organizations need to focus on creating a **customer experience** and need to see themselves as a **service leader** not as a bank, government, telecommunications, retail or health care. Everyone from the CEO to the lowest front line employee **must be relentless**. The Internationally Recognized Service Strategist and Customer Service Guru shares **customer service strategy vision** that can be successfully implemented in **any industry** at an organization of any size.

TOPICS

- The Service Strategy
- Relentless Service
- Creating A Highly Motivated Workforce
- The Power of Speed
- Nine Major Steps to Becoming Service Driven
- Master the Customers' Name
- Building a Legendary Brand
- Don't Hire Employees Who Hate Customers
- Empowerment
- Training Leaders and Employees
- Service Recovery – Loyal for life
- International Role Models

ACHIEVING EXCELLENCE THROUGH CUSTOMER SERVICE

THE SERVICE STRATEGY

- Building a Brand Around Customer Service
- A Strategic Weapon - Differentiation Strategy
- Steps Critical to Driving a Service Culture
- Build Market Share and Market Dominance
- Crush the Competition

e-SERVICE

- Eat or Be Eaten
- Speed, Price and Service
- e-Commerce: How to Survive and Grow
- Role Models: Amazon, Technodom, Mayo Clinic

THE LEADERSHIP CHALLENGE: HOW TO KEEP CUSTOMER SERVICE QUALITY ON TRACK

- Developing a Customer Focused Corporate Culture
- The Key Ingredients for Absolute Superior Service
- Effectively Model Visions, Values and Behaviors
- Role Model: Northeast Delta Dental

CUTTING COSTS

- Secret Strategy of Service Leaders
- Eliminating Waste and Costs
- Why Price is Critical to Build Value

ADVANCED TECHNIQUES FOR BUILDING CUSTOMER SATISFACTION

- Lessons Learned From World Class Leaders: Amazon, Costco, Chewy, Stew Leonards, Apple
- Developing the Attributes Displayed by World-Class Service Quality Leaders: Metro Bank London, Wilderness Safari Africa

SPEED: DO IT FAST, DO IT NOW & DO IT RIGHT

- Creating a Speed Mindset
- Eliminating Barriers to Speed
- Keep Promises and Over Deliver

DON'T HIRE EMPLOYEES WHO HATE CUSTOMERS

- Selecting the Very Best Employees
- Powerful Techniques on How to Motivate and Improve Morale
- Developing and Keeping High Performing Employees
- Terminating Non-performing Employees

SOCIAL ECONOMY

- Poor Response can Kill You
- Facebook, Twitter, Google, TripAdvisor
- Damage Control Skills

EMPOWERMENT: A WAY OF LIFE

- 3 Reasons Employees Do Not Use Empowerment
- Creating Millions of Overhappy Customers
- Bending the Rules to Keep Customers
- How to Create an Empowered Culture
- Without Empowerment You'll Never Be a Service Leader

DESIGNING EFFECTIVE QUALITY TRAINING TOOLS

- Key Critical Design Features
- How to Motivate Employees to Care
- Techniques on How to Change Attitudes and Behaviors

SERVICE RECOVERY

- The Art of Keeping Unhappy Customers
- Four Techniques That Work
- Moving Heaven and Earth
- Learn How to Take Unhappy Customers in Sixty Seconds From Hell to Heaven

CUSTOMER RETENTION

- Customer Satisfaction Research, Surveys, NPS
- Your Defection Rate
- Wow The Customer

Workshop Methodology

JOHN TSCHOHL will appear through ZOOM and the participants will gather in Hotel.

The workshop will be conducted in an interactive manner through a combination of presentations and Q/A Session. Participants may raise their own industry specific issues.

Who Should Attend:

CEOs, COOs, CFOs, Directors, Customer Service Managers, Accounts Managers, Relationship Managers, Bankers and the personnel involved in Customer Service.

One Day Workshop Investment

Early Bird Discount till May 20, 2024

Rs. 89,900/- per participant

(Early Bird is subject to advance payment one week before workshop)

Final Fee

Rs. 99,900/- per participant

(Including, certificate, course material, lunch and refreshment and Excluding SST & WHT)

Registration Detail

Contact: Mr. Muhammad Farid Khan

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Or

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