



Focus on Customer Satisfaction

Applying customer journey mapping

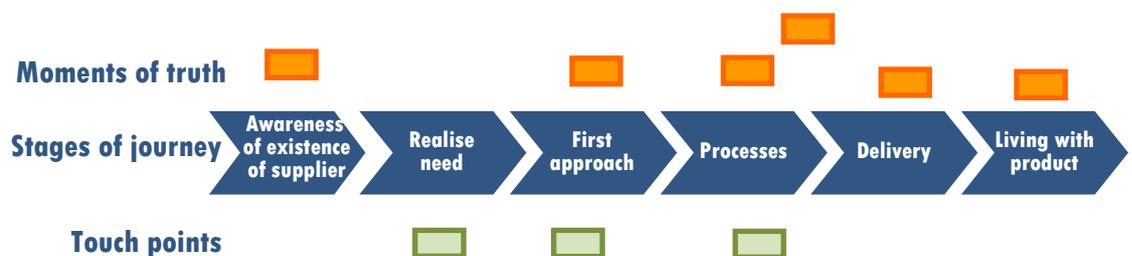
The aim of this in-house programme is to help business find ways of improving customer satisfaction with the service. Doing this will help your customers see and appreciate the value of your service to them.

You Will Learn ...

- How to solve your customers' *real problems*.
- Where the 'moments of truth' are for your customers – their key decision points that you have to get right.
- How to manage your 'touch points' – your opportunities to influence customers.
- What influences your customers' perceptions emotional responses to your service.
- High leverage areas for improving the flow in your services, reduce the need for rework and manage demand effectively.
- How staff and managers can develop effective metrics for monitoring improvements and sustaining the gains.

The Basic Contents

The programme provides a structured approach to customer journey mapping a technique that compliments a lean systems approach to improvement. Focussing on customers before processes gives you a better picture of what needs to change, how it needs to change and how to monitor changes to make sure they are real improvements.



In summary, customer journey mapping is a strategic tool to ensure every interaction a customer has with your organisation is as positive as it can be.

Benefits

As a business you and your people will be able to:

- Deal with your customers more effectively.
- Increase efficiency.
- Provide better measures including tracking improvements
- Retain more customers deliver a consistently good service to your customer, in all circumstances.

For More Information

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