

*Intellects Biz*



## WinningCustomers

'Customer Care' thru' 'Blue Ocean Strategies'



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### 'Customer Care' thru 'Blue Ocean Strategies'

*Customers' needs and their aspirations are soaring sky-high. You can no more serve today's demanding customers by following the same old beaten-track strategies and practices. You have got to 'Value Innovate'. "Competing in overcrowded industries is no way to sustain high performance. The real opportunity is to create 'blue oceans' of uncontested market space," discovered W Chan Kim and Renee Mauborgne after a decade's market research. 'Blue Ocean strategies' are gaining unprecedented currency. 'Intellects Biz' has value added this concept and designed a training program with focus on three major corporate practices and philosophies viz. 'Value Innovation', 'Moments of Truth' and 'Empowerment of Front-liners'.*

#### **Program Objectives**

At the end of the program, participants will:

- understand the latest concept of 'Value Innovation' and 'Blue Ocean' strategies
- learn how to win the hearts of customers by following the practice of 'Moment of Truth'
- become aware that customer-delight is but a function of 'multi-disciplinary empowered teams'

#### **Contents**

##### **1. Value Innovation**

What separates high-growth companies from the pack is the way managers make sense of how they do business, by winning the hearts of their customers as also following the 'blue ocean strategies'. 'Value Innovation' is a strategic logic that helps acquire higher growth. 'Blue Ocean' strategies are followed by Corporate Singapore -- its success is claimed in their successful implementation.

##### **2. Moments of Truth -- Mot**

MoT is considered as the key of the unprecedented success of SAS under the leadership of Jan Carlzon, the former CEO. "The first 15 second-encounter between customer and the front-line sales person is decisive," believes Carlzon. MoT -- the forgotten management philosophy and practice -- has been revived, polished and updated by 'Intellects Biz' for the new age managers.

##### **3. Empowerment of Front-line Force**

Empowering of the front-line force is the basic issue in creating 'customer delight'. Further, it is a farce belief that 'customer care' is a function of sales team alone. No, it needs the support of back-end multi-disciplinary team.

#### **Methodology -- the fun way**

This highly interactive 2-day/3-day program combines several exciting training methodologies, such as PowerPoint and KeyNote presentations, instruments and inventories, case-studies, role plays, group discussions, group exercises, film shows, and quiz. 'Learning is a fun' is our motto.

#### **For Whom**

Besides the front-line sales and services teams, marketing managers & marketing chiefs, we strongly recommend participation of a 'multi-disciplinary' team (including HODs and SBU chiefs) for gaining optimum benefit from this unique workshop.

#### **For enquiries**

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