

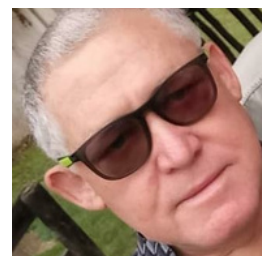
CUSTOMER RETENTION & COLLABORATION



KEY TOPICS.

1. Ways companies can improve customer retention
2. The Value Chain Analysis
3. Collaboration versus Competition; Loyalty and Friction - CRM in the 21st century and beyond
4. Tips and keys to effective Collaboration

YOUR COURSE GWJJI



DONALD HJUL

Rationale for the Programme/Course:



A very primal question is: 'Why should a customer be loyal to service providers and stakeholders?'

It is only when a customer is content with the services offered to him by the provider, that the customer will develop a sense of trust and reliance toward that provider, and once such a feeling is forged, the consumer will then feel confident enough to rely on the provider for any need that may arise.

Customer retention is the collection of activities a business uses to increase the number of repeat customers and to increase the profitability of each existing customer. Customer retention strategies enable you to both provide and extract more value from your existing customer base.

Who Should Attend

All Executives and Managers who are involved in strategic growth & sustainable development. This course is targeted at applicable levels within the organisation – who are focussed in the sustainable growth of markets, customers, and stakeholder engagement. They are involved in the overall safeguarding of the future of the organisation.



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Delivery Mode



6 HOURS PER DAY

Course Expected Outcomes

At the end of the course participants should be able to:
Defining Value creation and its impact in the long term

Understanding value chains, deliverables, outcomes and impact

C's Model of Customer Experience: Clarity, Convenience, Choice, Communication, Cast, Control, Consistency and Connection

Understanding the pillars - Providing simplicity, building trust, and ensuring ongoing recognition of customers

Steps to increasing Customer Retention - Having the necessary and hard Conversations

Using metrics, tools, culture, and approach - customer retention metrics

The 3 P's of collaboration

The 7 keys to creative collaborations

Knowing when to let go



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Meet your course Gwiji

YOUR FACILITATOR - DONALD HJUL

is a Specialist Facilitator and Professional OD Consultant who has over 38 years of experience in the Private, Public and NPO sectors across international boundaries and within many sectors and industries.

This includes broad international Commercial Management functions - from intern to Executive level; within a multi-national corporate environment. The last 22 years as a Professional in the Public and Private sector in this subject matter. He is actively involved in Business Planning, Organisational and Business Development across economic sectors and industries.

He has completed several Programmes with the UNISA Graduate School of Business; during the period 1990 to 2000 and graduated from the FMP, MDP and SMP (AEP) programmes of the business school.

His passion is empowering people in Business Development; Business Management; Organisational Design and Development; Performance & Project Management; as well as appropriate HR and the development of Human Capital in organisations.



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MODULES



Ways companies can improve customer retention

The 8 C's of Customer retention

The Value Chain Analysis

The 4 stages of Customer Retention



**Collaboration versus Competition; Loyalty and Friction -
CRM in the 21 st century and beyond**

Finding new paths to strengthening success

14 Effective Customer Retention Strategies

Tips and keys to effective Collaboration



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**Keep
the customer**

**This course is available as a public and in-house and is
delivered as a LVT- Live Virtual Training**



\$ 180 PER PERSON



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