



# Customer Retention Course Brochure

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1 Day Practical Workshop



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# The Right Fit.....For You

**This course is aimed towards sales and marketing teams and customer service representatives looking to attract and compel existing customers, leading to repeat business and referrals.**

This one day course will enable you to understand the root cause of customer complaints, manage customers expectations of you and your organisation and develop relationships that become long lasting.

This course helps you examine the root cause of customer complaints and what words and actions are required to ensure that your customers stay loyal to your organisation's goods, products and services. At the end of the course you will take away a process mapping template to use with your teams to improve your customer service process.

Our courses are very practical and interactive. We can incorporate your existing documents to aid group discussions and practical exercises to allow learners to self-assess their current skills and identify areas of improvement. Our aim is that each learner leaves the course with a list of key points to take away and work on back on the job.

Below you will find a proposed course outline.

Our trainer can also work with you before the course to get your input and tailor the content as needed.

*"Everyone thought Andrew was great and the course really developed their skills as internal trainers."*

**Dearbhla Casey, HR Manager, Irish Country Meats**



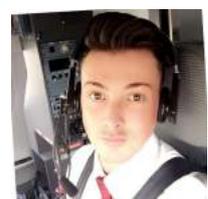
*"We are all very happy with the training carried out last week & will definitely be in contact in the future"*

**Aoife O'Rourke, Key Account Manager, Tool & Plastic**



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

**Jonathan Latimer, Fleet Training Instructor, City Jet**





# Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

## Specific reasons to choose DCM:



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Experienced:** We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



**Excellent Trainers:** Our trainers combine professional training know-how with relevant experience in their chosen training field



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



## You're in Good Company

We work with small and large companies, individuals, Government Agencies, Universities and blue chip companies such as Google, AIG, Glaxo Smith Kline, and Symantec, so you can have confidence in our ability to deliver the results you want to achieve.





# Customer Retention Training

## COURSE OVERVIEW

This course is aimed towards sales and marketing teams and customer service representatives looking to attract and compel existing customers, leading to repeat business and referrals.

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## LEARNING OUTCOMES

By the end of the programme each learner will:

- Understand why your customers complain
- Analyse your customer service process and improve its value to your customer
- Use a variety of techniques to develop a customer-focused culture
- Apply an effective approach to handling difficult situations and people in an effective and professional manner
- Understand how to say 'no' but still retain your customers' custom
- Increase the credibility of how you communicate with your customers

Below you will find a proposed course outline detailing all the topics covered on the training programme.



# Course Content

## TOPIC 1: WHY CUSTOMERS COMPLAIN

- Cause and effect
- Your role and responsibilities
- Creating a customer-focused culture

## TOPIC 2: THE CUSTOMER SERVICE PROCESS

- Top 10 essential steps
- Right first time complaint handling
- Managing and handling conflict and difficult situations

## TOPIC 3: UNDERSTANDING CUSTOMER EXPECTATIONS

- Identifying your customers' real needs and issues
- Managing complaints and reducing escalation
- Achieving 'right first time' standards

## TOPIC 4: BUILDING CUSTOMER RELATIONSHIPS THAT LEAD TO LOYALTY

- Customer relationship management
- Getting it right; Process, Product, Value and Relationships
- Setting performance standards and key performance measures



## Andrew Woods

### Training Associate

Andrew is a Trainer, Consultant and Executive Coach with expertise built through a 20-year successful track record in Leadership, Team Development, Communication Impact and Customer Service Excellence. He is dedicated to providing impactful and sustainable workplace learning by creating authentic and practical learning experiences for clients. He is an Executive / Team Coach and Business Mentor for any size organisation.

His senior management career background provides a solid platform for all his interventions. He is a natural communicator who imparts his knowledge with humor and enthusiasm, encouraging and supporting individuals, teams and organisations to excel.

He has accumulated a wealth of business knowledge and experience across many sectors in local and international markets and has successfully delivered projects and interventions on 4 continents including UK, Australia, New Zealand, USA, Germany, South Africa and Ireland.

Some of Andrew's qualifications and affiliations include:

- A member of the IITD and ICF, he has an advanced qualification in Executive and Career
- Coaching through the Irish Life Coach Institute.
- Belbin (team type) Accredited

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*"I just wanted to say thank you to Andrew for delivering a fantastic training course to the team over the past two days. The feedback has been extremely positive, you have really got the team thinking about our current business processes and how we can improve them! Hope to see you again in the near future!"*

Niamh McCarthy, HR Manager, Spearline





## Joanne O'Brien

### Training Associate

Joanne has many qualifications in sales and marketing but her greatest asset is that she has implemented this theory in day to day business and customer care. She has 20 years' experience of working with both large and small organisations in addition to currently running a successful freelance marketing agency for startups and small business.

Joanne brings her vibrant enthusiasm for training to every course she delivers. Her resulting style is participative and inclusive, which empowers learners to develop their skills and achieve great results from training.

Some of the areas Joanne specialises in are: Customer Experience, Digital Marketing, Sales, Retail Management and Blogging.

Some of Joanne's qualifications include:

- Post Graduate Digital Marketing (Digital Marketing Institute)
- Diploma Marketing, PR, Advertising (Dublin Business School)
- Degree in Business Studies (Carlow IT)
- Nat. Cert in Adult Education (Maynooth University)



# Inhouse Training, One Size Doesn't Fit All.

**Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

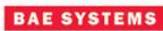
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



## Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the  
right course**

**DUBLIN**

- ☎ 01 5241338
- ✉ [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)
- 📍 Guinness Enterprise  
Centre

**CORK**

- ☎ 021 2429691
- ✉ [cork@dcmlearning.ie](mailto:cork@dcmlearning.ie)
- 📍 Atrium Business Centre  
Blackpool Business Park

**DROGHEDA**

- ☎ 041 9865679
- ✉ [drogheda@dcmlearning.ie](mailto:drogheda@dcmlearning.ie)
- 📍 24 Laurence Street  
Co. Louth