

Master Class Workshop

With Chris Daffy

How Customer Loyalty can be the Engine for Business Growth

What Master Class Workshop is

all about...Loyalty, after the success of the 1st Master Class Workshop in Greece, is organizing the 2nd Master Class Workshop delivered again by the world famous consultant, speaker, trainer and author **Chris Daffy**. The Master Class Workshop will be highly interactive and practical and focus on how the latest and best Customer Experience Management techniques can be used to build everlasting customer loyalty in any organization. Nowadays, due to fierce competition, innovative products/services and competitive prices cannot ensure more than the company's presence in the market. The competitive advantage of a company, however, can be gained only by engaging with the **systematic provision of emotional services** and approaches to all its customers.

Aims of Master Class Workshop

- To **improve** knowledge and skills for creating excellent Customer Experience and increasing Customer Loyalty.
- To **enhance** knowledge and skills in using and implementing some of the latest tools to improve Customer Loyalty.
- To **expand** knowledge on using the prevailing measuring methods and techniques of Customer Experience and Customer Loyalty.

Key Topics of Master Class Workshop*

- How Customer Experience Management correlates to Customer Loyalty
- The Rational vs Emotional approaches to business decision making
- How Customer Experiences can build differentiation and competitive advantage
- HR tools and Employee engagement for enhancing Customer Loyalty
- How to deliver WOW and RECOVERY experiences
- How to remove OUCH experiences
- The proven ways to implement with impact
- The metrics to monitor for success
- Case study examples from World Class organizations
- Practical action planning

** The workshop will be held in English*

Target Audience

Corporate executives working in Customer Service, Marketing, Sales, Human Resources, and Communication. More specifically, it is targeted at managers in Retail, FMCG, Restaurants, Banks, Hotels, Manufacturing, Insurance Companies, Service companies.

Date and Duration

December 7th 2016, 9:00–17:00 & **December 8th** 2016, 9:00–17:00

Total duration of workshop: 16 hours

Place/Venue: DOMOTEL KASTRI HOTEL, 154, El. Venizelou Ave & Romylias, 14671 Athens

Keynote speaker

Chris Daffy is one of Europe's leading customer service and customer loyalty specialists. Chris is a best-selling author, serial entrepreneur and acclaimed international speaker. He has dedicated the last twenty years to understanding what makes the customer tick and how businesses can massively improve the experiences of their customer and so build loyalty. By concentrating on the customer, your business can grow exponentially.

Chris Daffy is one of the most experienced professionals in Customer Service and Customer Experience projects. His books "Once a customer, always a customer" and "How to WOW your Customers" have already become international best-sellers and his clients include many companies of Fortune500.

Some companies that have trusted him are: COSMOTE, TESCO, BAE Systems, Toyota/Lexus, XEROX, The Dorchester, DHL, BBC, and Microsoft.

Workshop Fees

- Rate of participation in the two-day Master Class Workshop amounts to **490 €**
- **10% discount** for Early Check-in: Registration form and payment until Friday 04.11.2016. Rate of participation amounts to **441 €**
- **15% discount** for groups of participants:
 - For 3+ participants, rate per participant **417 €**
- **20% discount** for exclusive round-table of 6:
 - For 6 participants, rate per participant **390€**
- The above rates should be increased by the corresponding VAT

Communication

Please send the registration form filled-in along with the deposit date receipt to: masterclass@all-about-loyalty.com

For further information please contact Mrs Letsiou Olympia, tel. +30 210 3259350.