

Creating A Life-Long Customers: "The New World Of Customer Loyalty And Retention"

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CREATING A LIFE-LONG CUSTOMERS: "THE NEW WORLD OF CUSTOMER LOYALTY AND RETENTION"

It is a pleasure to inform that **UNISTRATEGIC** will be organizing an upcoming event on **Creating Life-Long Customers: "The New World of Customer Loyalty and Retention"** as the followings:

Date	: 12th – 13th December 2011 (Monday – Tuesday)
Venue	: Hong Kong
Target Participants	: Marketing Professionals
Trainer	: A well-known Trainer and best-selling author of of customer performance from Canada
Workshop Overview	:

Day 1

- Customer Service: Myths, must-haves and magic
- How does social media fit with customer service?
- How social media ready are you?
- The L.E.S.T.E.R Method- the proven six step process for dealing with difficult customers and creating loyal customers from conflict

Day 2

- How one company won all its customers back-and more
- Team game – fix the problem!
- Measuring the success(exercises)
- Building a personalized service recover plan