

MARKETING INSIDERS **GROUP**

Our brands

EXPO MEDIA

Telescoping from Detail to Whole 360° integrated marketing services for top brands since 2004.

MYSTERY SHOPPING AGENCY

The Reality Check

Tailored research programs for business results. For more, please visit mysteryshoppingagency.ro



For more, please visit expomedia.ro

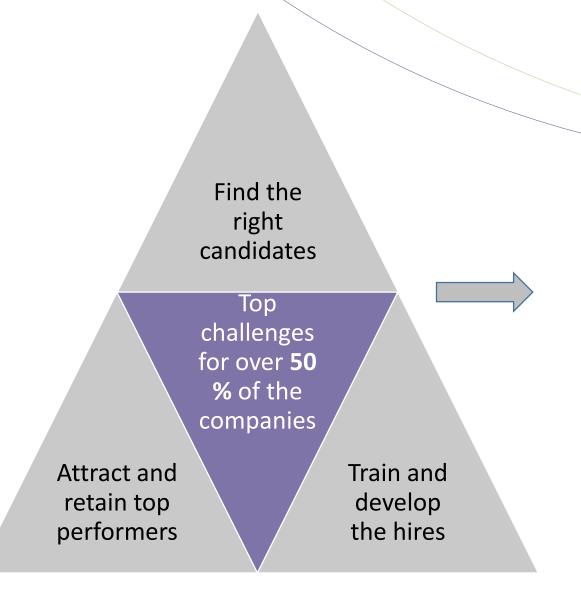
CONFERENCE ARENA

The Vision and the New Business Environment Local & international conferences for multiple business areas. For more, please visit

CUSTOMER SERVICE EXPERT

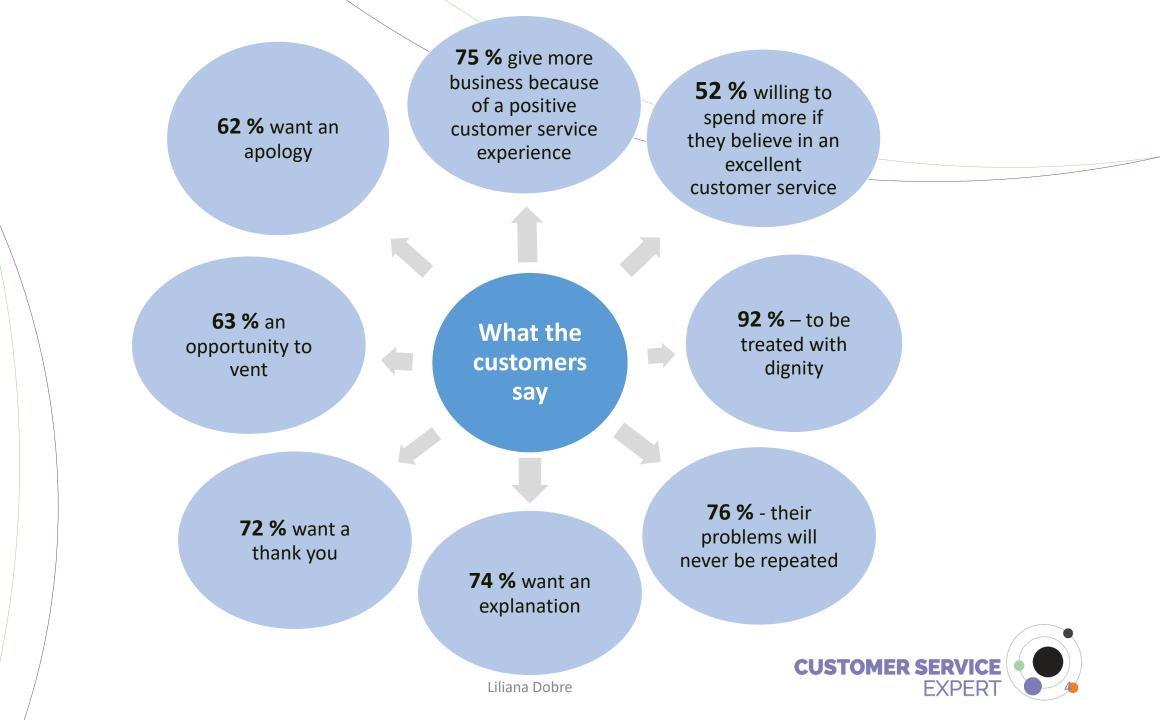
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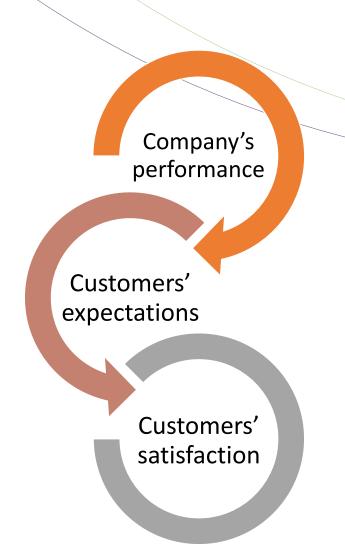
Knowledge in Public Expansion Local & international conferences for multiple business areas. For more, please visit www.conference-arena.com



Medium to high impact on the companies' ability to serve the customers







Customers' satisfaction = Company's performance – Customers' expectations



What to do?

Hire and train
your employees so
they can make
your customers
feel important

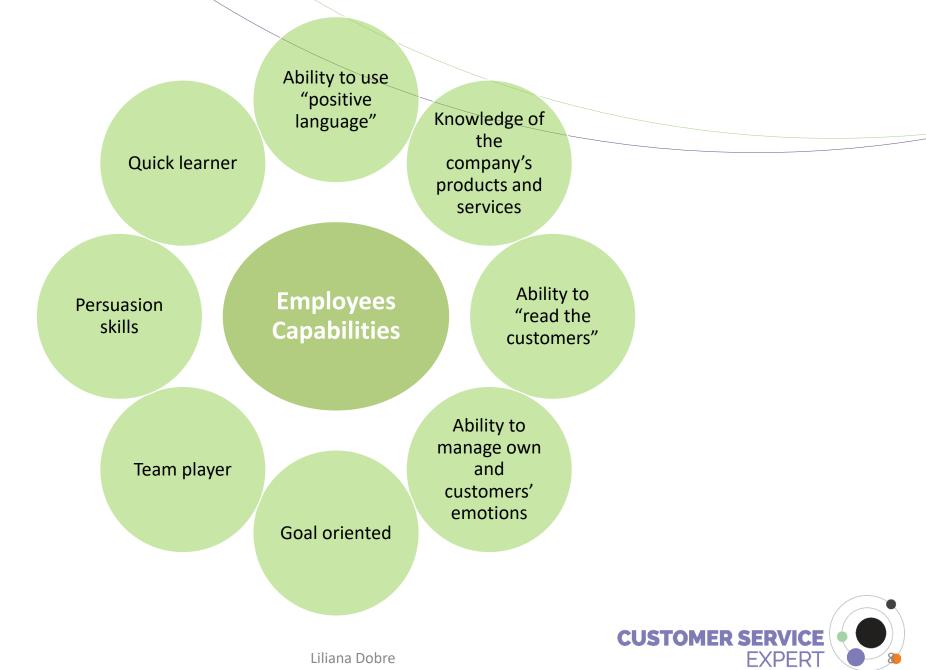
Make sure your employees are willing and able to offer your customers the experience they desire and expect

Employees who live a positive daily experience at work will more likely deliver a memorable experience to your clients!

Hire people for their attitude, train them for knowledge, abilities and skills







"Performance management process" based on customer experience principles

Structured profile for each position / job; clear role and responsibilities

How can you do it

Training and development programs to enhance employees' personal and professional capabilities

Efficient hiring process

Implement follow up activities after training



Concentrate on training programs that will eventually benefit your customers and their experience

Tailor, differentiate and adapt the training programs

Training programs – design and deliver

Identify the gap between the present and the desired performance

Provide meaningful training programs, that add value to the employees and finally to the company.

Use relevant information and impactful methods; tell less and show / prove more

Focus on trainings that turn brand values into competitive advantage

Design the training with the end-user and desired outcomes in mind



Ensure an environment where people can apply what they learned Include the new methods/ techniques Implement follow up in activity's activities to monitor evaluation the training's impact **Training** programs – Ensure coaching Asses and measure impact and when needed the trainings' measurements impact on daily performance Share best practices Provide feedback **CUSTOMER SERVICE**





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