

Customer Care Excellence: Customer Focus and Behavioural Economics Strategies

- Are you eager to deliver the ultimate customer experience that keeps clients coming back?
- Do you want to build a workplace culture of customer care excellence but struggle to find the right strategies?
- Would you like to understand how behavioural economics can shape customer loyalty and long-term business success?

Introduction

Customers today are more empowered than ever, with endless choices at their fingertips and rising expectations for every product and service they encounter. For organisations, this means customer care is no longer just a support function—it is the heartbeat of sustainable success. Customer loyalty does not come automatically; it must be earned through consistent, exceptional experiences that make clients feel valued and understood. This program is designed to help businesses create that excellence by combining practical customer service strategies with insights from behavioural economics. Participants will learn how to anticipate customer needs, design memorable service experiences, and build a culture of care that inspires trust and loyalty. By mastering these approaches, your organisation will not only meet but exceed client expectations, creating long-term growth and a reputation for excellence.

Program Objectives

This program aims to:

- Train participants on a method to handle customer service effectively
- Expose participants with behavioural economics in creating a strategy

Learning Outcomes

After completing this program, participants should be able to:

- Understand, apply customer care excellence,
- Apply behavioural strategy in creating customer care excellence
- Apply technology in implementing customer care excellence

Who should attend?

First-line management, middle management, senior management and anyone who needs to create customer focus and behavioural economic strategies

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	Customer Care Excellence? A Deeper Understanding There is a lot of talk about excellence in the marketplace today. But how many people have stopped to think about what it means to be excellent? According to the definition above, excellence is the state of excelling, superiority or eminence. This module provides a revision of the approach of customer care excellence.
10.30am-11.00am	Morning Break
11.00am-1.00pm	How managers need to drive and support a service strategy All strategies must get support from the top management. The commitment of the top management ensures the success of the strategy. The participants would learn the customer service diamond that focuses on vision, objectives, values and strategies. The participants would undergo in-depth discussion on the 4 elements in customer service diamond.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Listen to Customers Most organisations fail to listen to their customers. They always think in silos and think their products and services are the best. In the market place, listening to customers need and want are the essential key for continuous improvement to serve the customers.
3.30pm-4.00pm	Tea Break

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4.00pm-5.00pm	<p>Creating Customer Care Excellence Strategy</p> <p>In this module, the participants would learn the fundamental of behavioural economics and the illogical behavioural among customers. From the understanding of behavioural economics, the participants would apply nudges to create impactful customer care excellence strategy.</p>
Time	Day Two
9.00am– 10.30am	<p>Implementing Customer Care Excellence Strategy</p> <p>This module aims to nurture the participants to understand that customers, both internal and external, get what they want when they want it. Outperforming the competition in the industry rests on the ability to create and sustain employee behaviours that allow organisations to perform differently from their rivals.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Using the Positive Power of Complaining</p> <p>In this module, the participants would learn how to evaluate customer feedback and customer complaints. Then, the participants would start to convert negative feedback and the complaints to the positive gap for improvement for the customer care excellence strategies. Without good feedback and complaint, it is hard for the organisation to improve.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Customer Relation Management: Application of Technology</p> <p>In this module, the participants would learn how to apply technology to customer care excellence. The cost of recruiting new customers is higher than retaining and motivating customers. Hence, this module would share with participants various methods to engage with customers to achieve customer care excellence.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>A customer Who Comes Back Again and Again and Again</p> <p>A satisfied customer is a loyal customer. This module focuses not only for customer service but also the loyal customer behaviour. The participants would learn how to maintain customer satisfaction among religions.</p>