

AGENDA	
3rd October 2012	
08.30 – 10.00	Inaugural Session Introductions Opening Remarks by Dr Herrick Mpuku, Programme Manager, SADC - DFRC Photo session Group picture
10.00 – 10.30	Refreshment and Networking Break
10.30 -11.15	Managing Service & The Moments of Truth Sid Cohn
11.15 – 11.30	Service Strategy & The Toolkit Sid Cohn
11.30 -12.30	Service Strategy & The Toolkit Sid Cohn
12.30 – 13.30	Lunch
13.30 – 15.00	Core Toolset: Service Delivery Sid Cohn
15.00 – 15.30	Refreshment and Networking Break
15.30 - 17.00	Core Toolset: Service Delivery Sid Cohn
4th October 2012	
09.00 – 10.00	Supporting Toolset for managing service detail through people Continuous Improvement and Systems Sid Cohn
10.00 – 10.30	Refreshment and Networking Break
10.30 – 12.30	Service Leadership Beyond selling: the relationship TRUST model Sid Cohn
12.30 – 13.30	Lunch
	Service strategy relationship plan
13.30 – 15.30	Sid Cohn
15.30 – 16.00	Refreshment and Networking Break
16.00 – 17.00	CARE statement & added value behaviours Sid Cohn
5th October 2012	
09.00 -11.00	Your EASY skills Engaged Skills – Engaging your customer; Sid Cohn
11.00 – 11.30	Refreshment and Networking Break
11.30 – 12.30	Assisted Skills – Assisting your customer; Special Skills – Making Sid Cohn
12.30 – 13.30	Lunch
13.30 -15.30	Yes-Yes-Yes Skills – Leaving the customer saying YES to your service. Sid Cohn
15.30 – 16.00	Closing Presentation of certificates by Mr Stuart Kufeni, Chief Executive Officer, SADC - DFRC A word from delegates representative Word by Lead facilitator Closing remarks by Mr Stuart Kufeni, Chief Executive Officer, SADC - DFRC



If you have any further queries on the programme, please do not hesitate to contact:

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The SADC-DFRC is a
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**Training in
Customer
Relations**

Skills and Management



3rd – 5th October 2012

Gaborone, Botswana



SADC-DFRC Vision

To be the centre of excellence, which efficiently and pro-actively facilitates development finance solutions for the SADC region

Background

Organisations are often confronted with the challenge of ensuring a mutually beneficial relationship with their customers, especially as the customers become more sophisticated and knowledgeable, and competition in their sector intensifies. Financial institutions, and development Finance Institutions in particular have to meet complex and technical demands of their client, and the entry of non-traditional competitors in their markets, while at the same time meeting the needs of their various other stakeholders. This course aims at developing the skills levels at the frontline of the organisations where it meets and cultivates a relationship with the customer.

Objectives

The objective of the programme is to upgrade the skills of frontline officers and managers in dealing with clients, and building a strong and mutually beneficial relationship with clients of their organisations. In addition to training them in customer interaction skills, part of the purpose of this program is to build awareness of the importance of handling their clients in a sensitive manner. Strategically, this is also becoming a necessity because in some cases, commercial financial institutions are now entering traditional development finance markets as competitors that can be expected to approach their clients in a more customer-focused manner.

Philosophy & Approach to Training

Conceptually, the approach is based on the idea of a unique Service Strategy for each institution with its clients which builds a sustainable competitive advantage for them. This involves systematising the delivery of service around key service outputs so that the service can be delivered with some degree of consistency.

The training begins with a Customer Enquiry Project prior to the workshop to help customise specific service deliverables to the specific needs of the particular set of customers interviewed. Using this as a focus, the issue of Service Delivery will be covered.

The program will then look at Service Recovery, as clients form their strongest impressions of the service around incidents of service failure and how they are handled. In effect, one major focus of skills development in the workshop will be how to handle Service Recovery (i.e. skills to handle difficult customer situations).

The programme will move on to planning for each relationship and how to generate a unique Service Strategy for that client. Delegates will work through a strategic framework for the development of each relationship in a way that optimises the long-term value of the service to customers, while also optimizing the efficiency of each delegate in managing and servicing that relationship. In doing this, the Relationship Reports from the Customer Enquiry Project will serve as the starting point for each Relationship Plan.

The interactive skills part of the program will cover communications skills for both Service Delivery (managing customer expectations and perceptions, as well as guiding their overall service experience) and Service Recovery (handling service failure as discussed). This includes questioning skills, and emotional skills in relating to customers and their needs.

Another element we will also cover is working with and influencing members of the delegate's own team in the delivery of the service, so that they are able to ensure their whole organisation gives the best service possible to their clients.

Target Group

The programme is aimed at staff who deal with customers/borrowers/clients as customer relations officers, lending officers, portfolio officers, etc., at graduate level.

Facilitators

The Lead Facilitator for the programme will be Mr. Sid Cohn of Service-Mix and University of Witwatersrand Business School (WBS) in South Africa. He is an accomplished presenter and lecturer, having also won the distinguished Lecturer Award in WBS. He will be supported by Ms. Jeannie Harning.

SADC-DFRC Mission

To provide capacity building, policy research and advisory services in development finance to SADC development finance institutions and - thereby contributing to SADC's goals of economic growth and sustainable development