



SECTION 5

Solutions to Develop the Directors and Head of Retail, Customer Care in the B.2.C. Sector:

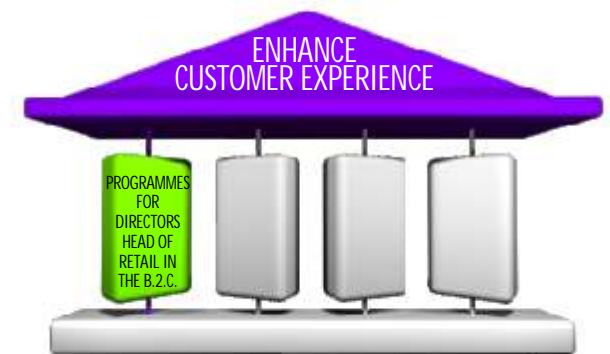
- o Creating the Total Customer Value in the B.2.C. Sector.

TOTAL CUSTOMER VALUE CREATION IN THE B.2.C. SECTOR FOR RETAIL DIRECTORS AND CUSTOMER EXPERIENCE HEADS PROGRAMME

Why Customer Value Management Is Important In The B.2.C. ?

Customer-value creation is what differentiates one store from another and each retail organisation from another. Whether this is in banking, FMCG or telecom, it is fair to say that business itself is the activity of creating ultimate value for customers over your competition!

This is the reason why retail directors and customer experience heads are responsible for value-creation into the mind of their organisations, teams and individuals. They must learn how to become positive value creators, since people that really understand value, prosper and people who do not fail.



What Is Customer Value Creation All About ?

There is no doubt that in every buying decision a consumer asks the same question: 'Is what I am going to receive worth what I will give up in order to own it?' This means that the gain the consumer receives for the benefit is weighted against the cost the consumer must pay to acquire the benefit! Customer value therefore, can be defined as the attributes of a product or service that generally encourage customers to choose one vendor over the other. These may be product related or service-related, tangible or intangible. Heads of retail, customer experience and /or sales managers in the B.2.C. sector play a real role in the differentiation of one organisation over another when it comes to the creation of total customer value in the B.2.C. sector.

Who Should Attend ?

This programme is designed for retail directors and / or experience heads of departments in the B.2.C. area.





Duration







This is a 3 day programme which is designed for directors and heads of departments in a business to customer perspective. It aims to help them enhance forward thinking, creative problem solving and the ability to motivate and encourage others.



What Is In It For You ?

This programme takes retail directors and customer experience heads in the B.2.C. sector beyond traditional modes of thought regarding the creation of customer value! They will have the chance to develop innovative and creative strategies as well as skills that will help them selectively serve the vast number and various types of customers and teach them how to outperform the competition. This is done by boosting their skills to build a B.2.C. team culture which revolves around creative ways to ultimately generate customer value. In this customer-driven culture they will support their teams on topics such as how to display the correct behaviours and they will boost their teams' skills in areas including how to engage customers with empathy, presence and action. They will apply good practices on creating a winning customer experience that will enhance customer intimacy and loyalty to their company in comparison to their competitors. Throughout the programme they will learn a number of useful skills which will enable them to establish certain behaviours such as:

-  Understand the concept of value and the approach to creating total customer value.
-  Benchmark organisational systems against the best-practice in creating total customer value and other value creation approaches.
-  Adopt and demonstrate flexibility to create, develop and implement new ideas at the workplace and encourage others to do the same in order to achieve business goals.
-  Nurture the will to explore and to take risks and initiatives through various streams in order to impress customers and to enhance team abilities to sustain customer value.

-  Highlight proactive methods of identifying customer problems and finding creative ways of solving them and also helping team members to solve these issues with the aim of increasing customer value.
-  Encourage others to learn through experiencing new things and owning the results to enhance customer experience and sustain growth and results.
-  Challenge the status quo and strive to create a climate of innovation and creativity within yourself and in your own team, especially when interacting with customers.
-  Allow others to share their opinions, help and encourage them to try new ways of doing things with the aim of serving customers and creating value.
-  Be curious, observant and agile when responding to business challenges and opportunities.
-  Think fast and act fast.

How We Do It

Module 1:

Understanding B.2.C. Systems and the Impact of Total Customer Value Creation:

What are the challenges for creating the best customer experience, nowadays in the B.2.C. sector?
What are the various business systems followed in the B.2.C. sector? Which system should we follow and why?
Real life examples from the B.2.C. sector.

Module 2:

The Value-Driven Customer Connection System:

The Definition of customer value.
The impact of customer thinking preference on the total perception of customer value! How to embed customer value into your organisation? Measuring customer experience and value and outperforming competition.

The relationship between creativity and innovation and total customer value.

Module 3:

Why Should B.2.C. Directors Cultivate a Mind-set of Creativity to Foster Customer Value:

Why managers need to develop an innovative mind-set and the entrepreneurial spirit to create value for customers?

What is innovation and how does it relate to entrepreneurship? What are the behaviours of innovative, entrepreneurial managers?

Behavioural challenges managers face in developing innovative approaches while performing tasks and leading teams.

Discovering the Whole Brain creativity and innovation approach and understanding how does our brain impact our courage to upstream and project new initiatives and ideas.

The impact of cognitive preference on the courage to try new things on you and your team members - lessons from entrepreneurs.

Develop the skills of being resilient and agile and demonstrate this through behaviours.

Module 4:

Building and Creating the Innovative Entrepreneurial Approach and Challenging the Status Quo:

What are your creative skills? Six step model for creative problem solving. Reaching the root cause of the challenge and defining the problem.

Fundamentals of KJ. Application of KJ in problem solving and in creative solution finding.

Fundamentals of mind mapping. (Mind maps and the creative process). Learning the art of questioning that leads to new innovations.

Module 5:

Implementing New Creative Ideas with Your Team:

This module focuses on enhancing managers' abilities to effectively support and develop team members and other stakeholders to achieve their own goals and also those of other team members.

How to overcome obstacles to starting new initiatives (cognitive dissonance and creativity, communication and creativity, multi-ordinality and creativity).

Paradigms and inferences. Sustaining change in your behaviour and in others' behaviour. Personal development plan. Handling conflicts and influencing across, when you have no authority.

How to deal constructively with resistance from your colleagues and staff.