



CYPRUS
INTERNATIONAL
INSTITUTE OF
MANAGEMENT

*Creating **value** for people and
organizations through **learning** and
continuous professional **development**.*



E-
LEARNING

Innovation in the customer servicing chain for profitable growth

Facilitated by Dr. Paris Cleanthous

Dates:	15 and 22 October 2020
Time:	09:00 – 17:00
Location:	ONLINE
Language of Instruction:	English

Innovation in the customer servicing chain for profitable growth

Programme Overview

For service companies, customer service delivery is the most important function. Yet, most companies often fail to meet customer expectations, or deliver their services without considering the cost in servicing their customer, as well as tending not to recognize the differences among strategic segments and providing a one-fit-all solution.

In order to deal with such issues, service firms must introduce significant innovative actions in their customer servicing model. Such actions include, to intentionally building customer experiences in the organization's customer service-chain, recognizing the value of different strategic segments of the firm, aligning the communication process across all interaction points, identifying gaps and area of improvements, developing priorities and enhancing the value received by the customers.

The Introducing Innovation in the customer servicing chain programme, is approved as a 'Vital Importance Programme' by the Human Resource Development Authority (HRDA) Cyprus and organizations participating with their employees, who satisfy the HRDA's criteria, are entitled to a full subsidy, therefore, may attend this programme without any cost.

Designed for

- Managers who are responsible for functions which interface with customers such as: marketing, sales, front-office operations,
- Managers who are responsible for managing processes and IT systems at a company,
- Commercial managers
- Business development managers,
- Owners and CEOs

Programme Focus

Introduction	
A service company's value proposition and the customer servicing-chain.	The necessity of introducing innovation in the customer servicing model considering customer behaviour.
The challenge to deliver value for the customer and the firm.	Exercise: Identify customer requirements.
Strategic Customer Segments	
Identifying strategic customer segments for a service firm.	Prioritising customer segments.
Analysing customer segments.	Exercise: Identify, analyse and prioritise the company segments.
Delivering the Value Proposition	
Recognising the dimensions of customer assurance.	Identification of critical success factors and how they are implemented.
Examples of best practice.	Exercise: Describe the firm's value proposition to different segments and identify critical success factors.
Identifying customer expectations - The Customer Journey	
Recognizing and mapping the customer journey for strategic segments.	Identifying different levels of customer expectations at different stages of the interaction with the firm.
Exercise: Recognize the customer journey for a key segment and identify expectations.	The Customer Journey.
Benchmarking the actual delivery versus expectations	
Mapping actual vs desired levels of delivery across key processes.	Identifying gaps: Process Innovation, New Features, Staff Competencies.
Exercise: Identify gaps in the customer servicing and ideas of how to fill them.	
Implementing improvements to the customer servicing model	
Identifying volumes	Establishing positions
Developing SLAs	
Creating a new value proposition and customer servicing chain	
Balancing the customer value with firm value.	Assessing cost to serve and finding ways to minimize without destroying value for the customer.
Identifying critical success factors in the customer servicing model and tracking the delivery of CSFs	
Recognising which CSFs apply to what stages/processes.	Identifying key measures across different processes.

Key Learning Outcomes

- Understand how to identify, analyze and prioritize customer segments
- Learn how to recognize the critical success factors in delivering the customer's assurance and learn how to incorporate those in the customer service and measure the degree of delivery
- Understand how customers view their interactions with the firm – what are their motivations and expectations at different stages of service delivery and learn how to identify and fill gaps of expected service vs. delivered service

Benefits for you

- Learn how to innovate by improving/creating value-added activities/features.
- Learn how to optimize value for the firm.

Benefits for your organization

- Innovation will contribute to:
- Uniqueness and impact on the experiences delivered
- Highly differentiated value proposition
- Divergent thinking in the design of the delivery

Note: This programme includes 14 hours e-learning training and a half-day private company consultation.

Trainer



Dr. Paris Cleanthous is an Associate Professor of Marketing and Strategy at the Cyprus International Institute of Management (CIIM). He is also the Director of the MBA and MPSM programmes at CIIM. Prior to his appointment at CIIM, he was an Assistant Professor of Marketing at New York University's Stern School of Business and a Lecturer at the University of Cyprus. He has also held positions at the

International Monetary Fund, KPMG and Korea University.

Dr. Cleanthous received his Bachelor of Science in Economics and Mathematics from the University of Michigan, Ann Arbor. He then continued his studies at Yale University where he received his Master of Arts, Master of Philosophy and Doctor of Philosophy in Economics.

His fields of teaching and research are strategic innovation, marketing strategy, competitive advertising and market research. He has consultancy experience in market research, product innovation, new product targeting, positioning and promotion. He also has consultancy experience in governmental and academic forums.

Participation fees and Registration

Gross Fee (incl. VAT 19%)	€1.820,70
HRDA Subsidy*	€1530,00
Net fee (after subsidy):	€290,70

****To be eligible to apply for the HRDA subsidy you need to meet the following criteria:***

- *You are working as employee on a full time basis under a company that is registered in the Registrar of Companies in Cyprus*
- *Both yourself and your company submit the relevant contributions to the Social Insurance and Industrial Training Scheme*
- *Your participation is invoiced to and paid by the company*
- *You meet the participant profile of the programme*
- *Your company submits the respective HRDA application to CIIM*

Fees include tuition, educational materials and a certificate of attendance.

Special Discounts %

10% Discount	15% Discount
<ul style="list-style-type: none"> - Early booking discount for registrations submitted 2 months prior to commencement of the programme. - For 2 registered employees attending from the same organisation. 	<ul style="list-style-type: none"> - For CIIM students and Alumni after the subsidy or 25% discount on programmes which are not subsidized by the HRDA. Terms and Conditions apply. - For 3 or more registered employees attending from the same organisation. - For unemployed individuals on the fee before the subsidy and can remit their payment in instalments. Additionally, they will have the opportunity to liaise with CIIMs' Careers Consultant and register their details in the Executive Recruitment Database. Terms and Conditions apply.

Contact Us

For more information on our open programmes or on our customised learning solutions, please contact: 77 77 24 46, Email: execadmin@ciim.ac.cy

