

Blue Ocean in Customer Service... The Sun Tzu's Way

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

INTRODUCTION

Is remaining relevant in business a challenge that your organization is currently struggling to sustain in this saturated marketplace? If this issue resonates well with the challenges that you are facing now, it is crucial for your business to discover and engage in new strategies to remain competitive and stand out from others in the industry.

Knowing your market and engaging your customers in a professional and knowledgeable manner that demonstrates how much you value them will lead to better customer acquisitions, increased customer conversions and loyalty.

Going all way out to develop positive and lasting interactions require a set of strategies that we defined as “Blue Ocean” to differentiate your delivery in customer experience. And one of the best strategists in the world is no other than Sun Tzu.

In this program, we will explore Sun Tzu's principle in understanding the “Terrain” of your current business and aims to apply this unique principle to differentiate a business from its competitors by offering practical value propositions.

Upon knowing which pathway that your business is currently at and deciding which pathway that your organization will be moving towards, you will then be able to strategize and differentiate your organization from competitors.

Learn how to create your new and uncontested market spaces that will lead to increased customer satisfaction and ultimately to deliver exceptional value to customers and gain a competitive advantage in the market through service delivery.

COURSE OBJECTIVES:

- To help organization differentiate themselves from competitors by creating distinctive service experiences that is unique in market space.

- Reviewing strategies used by successful companies in delivering exceptional customer experiences that are different from those of their competitors through value innovation, ie creating value for customers that help to increase emotional appeal.
- Case studies to identify the unmet customer needs and pain points that your competitors are not addressing. Then develop innovative solutions and approaches that deliver solutions of superior value to increase customer satisfaction, loyalty and revenues

BENEFITS:

- Competitive advantage by creating unique and innovative service experience/offering that stands out in the market to attract more customers.
- Identifying and meeting unmet customer needs by understanding the customer pain points and addressing them with innovative solutions to enhance the overall customer experience.
- Customer loyalty and retention. When customer perceive value and receive personalized attention, they are more likely to remain loyal to the organization and recommend it to others.
- Improved brand reputation (organizations that excel in CS and provide innovative solutions gain a positive brand reputation hence enhances the brand image and credibility, making it a preferred choice for customers)

LEARNING OUTCOME:

At the end of this session, the participants should be able to create a “Blue Ocean” framework within 20mins using the E.R.R.C approach.

COURSE CONTENTS

MODULE 1: Introduction to Blue Ocean Strategy

- Definition of Blue Ocean Strategy
- Benefits of applying Blue Ocean Strategy in Customer Service

MODULE 2: Sun Tzu’s “6 Terrains” – Understanding your current Business Landscape

- Existing market and competition
- Customer Hierarchy of Needs
- Identifying your current customer service challenges and pain points,

MODULE 3: Maneuvering Through the Terrains

- Exploring the different strategies that we can apply
- What is your current pathway?

- What is your new pathway?
- Identifying new target market segments
- Discovering untapped customer needs and demand
- Developing innovative customer service offerings

MODULE 4: The Blue Ocean Pathway to Customer Service Success

- Value Innovation Framework
- Eliminating
- Reduce
- Raise
- Creation

WHO SHOULD ATTEND

- C-Suite (directors/business owners)
- Business Unit / Dept Heads
- Senior Managers

COURSE METHOD

- Classroom training
- Video
- Case studies review and small group discussion