Customer Loyalty Programmes Course

Diomas Group

Diomas Group is a dynamic and forward-thinking boutique consultancy, providing bespoke learning solutions, executive staffing and consultancy services to the private and public sectors.

Diomas Group was founded by Stavros Vathistas and Brad Kenworthy, who have over 30 collective years' experience in the private and public sectors. Our experience spans corporate environments and large-scale and mega events; we understand the complexities of business and the complexities of people.

Our extensive experience in working on high-profile contracts perfectly positions us to support both small and large organisations with their training, executive services and specific project requirements.

We have worked with many different organisations and are fully aware of other consultancies that promise the earth, which is why we stand by our personal commitment to service and collaboration to ensure your requirements are met.

For further information, please refer to www.diomasgroup.com

Our Diomas Group promotional video can be viewed at https://youtu.be/hM_Ht9UXy-w

Our Approach to Your Requirements

Our approach to any Learning Solution is one of education based on best practice, inspiration and knowledge transfer. Using bespoke material together with valuable tools and skills, we ensure you benefit from successful training outcomes and the personal development of your staff. Your staff will discover the right skills and confidence to perform their duties, while offering genuine and exceptional service with care and compassion.

When we design, develop and deliver our bespoke training sessions, we do it with the client in mind. We consider your needs, expectations, and how we'll work with you, to ensure that your staff make the most out of their time with us.

We hate boring and sterile sessions. We guarantee to spend time in an informative, fun and full-of-positive-energy arena. We encourage everyone who attends to share their experiences and we inspire collaborative working. One of our main objectives is to work closely with our attendees, giving them practical, usable skills that will ensure that they create a delegate experience that exemplifies and lives your values.

Course Description

Have you ever put yourself in your customers' shoes? Do you know the true values of customer loyalty?
This fascinating and fast-moving Diomas Customer Loyalty course gives you a thorough understanding of customer behaviour in order to create loyalty programmes that benefit both your customer and your business. With much participation involved throughout the day, you'll find out how best to make the most out of data analytics and its importance throughout your value chain.

Expected Outcome

By the end of the course, you'll be comfortable and able to 'hit the ground running'. You will, beyond doubt, have gained new knowledge or expanded on your existing knowledge. We provide our attendees with an overview of the skills, knowledge and behaviours associated with the topic and give you invaluable tips on how the skills gained throughout your two days can help you during your everyday duties.

By the end of the workshop, you will have a better understanding of:

- ✓ the customer journey and how this can impact customer loyalty;

- ✓ customer loyalty's principles, fundamentals and global trends;
- ✓ loyalty programmes and what challenges businesses face;
- ✓ the importance of data analytics and how we select the right data for our organisation;
- ✓ the relationship between the loyalty value chain and profitability.

Content

Day 1

- ✓ Be a customer and Look outside the window
- ✓ Look, sound, feel - take the role of the customer
- ✓ The Customer's journey through the years
- ✓ Be part of you Customer's story
- ✓ Build a Loyal relationship to have a Loyal customer
- ✓ Fundamentals of loyalty – What are they? How do they determine the personality of the programme?
- ✓ Global trends – How often do they change? Do they dictate or advise?
- ✓ Strategies of a Loyalty programme – How to build a successful loyalty programme? What to consider? Deliver a new experience – Be creative, be unique, be simple
- ✓ Operational challenges – Identify, attack, minimise impact

Day 2

- ✓ Customer Value proposition
- ✓ Branding – more trust, less buzz
- ✓ Data analytics and its importance - Best practices and trends
- ✓ Customer segmentation processes – Before and now
- ✓ New customers vs existing customers
- ✓ Prioritise to stay effective
- ✓ Loyalty value chain and profitability
- ✓ Technology and Loyalty - Loyalty platform solutions
- ✓ Communication and loyalty
- ✓ Commitment wheel

- **Duration:** 8hrs (online) or 2days (classroom)
- **Location**
  1. Distance Learning: online
  2. Classroom: Doha, London, Munich, Frankfurt, Paris, Dubai, Athens, Milan, Barcelona, Madrid, Amsterdam, Brussels, Riyadh

We are very much looking forward to working with you!

For any questions regarding the above, please contact Stavros Vathistas via email stavros@diomasgroup.com or by phone +44 7871 487 508.