

## Client Engagement

A two-day training course designed & developed to provide participants with the knowledge & skills required to learn about the basic concepts required for various types of customer engagement & banking, deal with complex customer interactions, manage contingencies & complaints, provide support for the team environment, acquire technology for online or offline engagement channels, learn the four stages of customer engagement & their influencing strategies across various communication channels, within a range of customer engagement, satisfaction & loyalty situations.

### **By the end of this course you will be able to:**

- ❖ By the end of this course, participants will be able to ensure a thorough understanding of customer engagement & its multiple technologies, gain ways to increase brand loyalty, ensure brand promotion & improve its reputation, retain customers & attract new customers, improve revenue & sales, familiarize yourself with the three important channels of engagement, & build trust & credibility through listening & asking questions, enhance ways to integrate customer engagement in the entity/facility & its performance efficiently & professionally.

### **Course Outline**

- ❖ Day one: 1– Basic concepts of customer engagement: Introduction to customer engagement, branding, what do we mean by engagement, customer engagement is a comprehensive description of consumer behavior, objectives of engagement, concept & practice of online customer engagement, customer interaction via



marketing & social media practices, benefits of customer engagement , 2- Customer Engagement, Customer Satisfaction & Customer Experience: Customer Service Terms – Customer Experience – Customer Engagement – Customer Satisfaction – Customer Loyalty, Customer Engagement via “Online & Offline” & the Five Different Trends 3- Valuable Customer Engagement Skills: The Five Core Skills Participation-enhancing, the four processes affecting customer engagement skills in service & sales, with group discussions, case studies & practical exercises.

❖ Day two: 4- Different Types of Customer Engagement & Banking Engagement: The Eight Different Types of Customer Engagement, How to Maintain Customer Engagement, & Customer Engagement in Banking, 5- Service Characteristics of Customer Engagement: The Six Main Elements of Service, Component Elements of Customer Engagement, 6- The Four Stages of Customer Engagement: "First Experience + Relationship Building + Loyalty + Invitation" 7- Customer Engagement Strategies: The Seven Strategies and Their Benefits, 8- The Three Most Important Channels of Customer Engagement: SMS "Corporate Favorite Channel" + Live Chat + Facebook, with group discussions, case studies & practical exercises.

❖ N.B. at the end of each & every chapter, practical exercises with multiple choices will take place for training purposes & reference.



### Target Audience

- ❖ Official & Non-Official Staff working in the headquarters, the branch network, call centers, customer service & customer care centers, sales & marketing, divisions & departments affiliated to Banking, Finance, Financial services & non-financial services provided to clients.

### Course's language

- ❖ Arabic / English

### Prerequisites

- ❖ NONE

### Course Duration

- ❖ 2 Days

### Course Date

- ❖ Upon request

### Course Fee

- ❖ .....

### This course entitles you to attend

- ❖ .....

### Upon successful completion of this course, participants will obtain

- ❖ Training attendance certificate