

WEBINAR: Customer Loyalty & Retention Training



Overview

This course focuses on building, managing, and sustaining customer loyalty through effective retention strategies, customer experience, and relationship marketing. It equips participants with tools to turn one-time buyers into long-term brand advocates.

Objectives

At the end of the program, participants will be able to:

- Understand the importance of customer loyalty and retention
- Differentiate between acquisition and retention strategies
- Design customer loyalty programs
- Apply customer experience (CX) principles
- Analyze customer behavior and satisfaction

Who Should Participate

- Business Owners
- Managers and Supervisors

Key Topics

- I. Introduction to Customer Loyalty and Retention
 - a. Definition of customer loyalty and retention
 - b. Why engagement drives loyalty & sales
 - c. Customer journey touchpoints
- II. Understanding Customer Behavior
 - a. Functional vs Emotional needs
 - b. The psychology of customer decisions
 - c. Different customer personalities
- III. Communication Skills to Enhance Customer Retention
 - a. How to practice active listening
 - b. What to ask?
- IV. Building Customer Loyalty Programs
 - a. Types of loyalty programs
 - b. Rewards and incentives
 - c. Digital loyalty tools
 - d. Measuring program effectiveness
- V. Customer Satisfaction and Feedback Management
 - a. Measuring satisfaction
 - b. Handling complaints and service recovery
 - c. Feedback collection tools
 - d. Turning complaints into opportunities
- VI. Retention Strategies and Techniques

Reserve now! Call us at:

Tel. (02) 8.727.56.28 / (02) 8.727.88.60

Mobile Numbers: Globe: 0915-205-0133 / Smart: 0908-342-3162

/ Sun: 0933-584-7266

Website: www.businesscoachphil.com

Duration

- 6 hours

Webinar Fee

- Php 3,500.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266 | (02) 8.727.5628) or use the registration form below. Kindly fill-out and email to businesscoachphil@gmail.com. You will receive a confirmation within 48 hours.

Mode of Payment

- Deposit/Transfer cash payment to Banco de Oro:
Savings Account Name: BUSINESSCOACH, INC.
Savings Account Number: 00235-003-71-22
- Kindly email deposit slip or screen capture of payment details (indicate name of participant and seminar title) to confirm reservation.

Register Now! (Limited Slots Available)



Webinar Title _____

Date _____

Participant _____

Mobile Number _____

Email _____

Participant _____

Mobile Number _____

Email _____

Participant _____

Mobile Number _____

Email _____

Participant _____

Mobile Number _____

Email _____

Company Name _____

Address _____

TIN _____

Contact Person _____

Designation _____

Landline _____

Mobile Number _____

Email Address _____

(You may use a separate sheet for additional registrations)

*Kindly email form to businesscoachphil@gmail.com