

Programme on

Delight Your Customers & Generate Revenue

A Training Programme for Service Engineers

Friday, December 21, 2018 • 9.30 a.m. to 5.00 p.m.



Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Ahmedabad 380 015

Background: A lot many times it has been witnessed that no matter how good a sales team is, just a single bad experience from your service engineer or technician kills the entire experience of your customer – instead of using your product/ equipment/ machinery – may it be AC, Refrigerator, RO plants, Boilers or washing machines – happily, it becomes a nightmare for them as well as the vendor company! A little care from the side of the visiting service engineer will ensure that majority of problems are avoided with the customer and customer becomes your brand ambassador!

Objectives of this Program: It is in the hands of service engineers & technicians to make the customers happy; enable them to have a splendid experience using your products and most importantly, make the customer your brand ambassador for future consistent sales!

This program aims to train the service engineers & technicians of white goods, appliances, sanitary ware, industrial machineries, water treatment plants – on customer handling, resolving the complains satisfactorily and ensure that there are no repeat complaints for the same problem of the equipment again!

Who should attend?

1. Services Engineers & Technicians of varied industries as mentioned above
2. Service Managers handling a team of engineers & technicians
3. O&M team
4. Business Owners who intend to have a professional approach towards Customer Service

Topics to be covered:

1. Concept of service & Understanding Customer Psyche
2. Approach for the first service
3. Ensuring customer delight
4. No repeat complaints for the same issue
5. Teaching customer to get the best out of the product
6. Ensuring & Assuring a seamless service support to the customer
7. Generating service revenue positively
8. Case studies

Faculty: Mr. Jigar Pandya is a reputed Management Trainer, Mentor & Advisor with nearly 20 YEARS of functional experience across varied business sectors like EPC, Engineering, Retail, FMCG & Merchant Exports. He has widely travelled across India/ Overseas and has a deep understanding about developing business processes, strategy & planning, developing functional management skills & HRD within the organization. He specializes in turning around the organizations with a system driven approach for business growth.

Fee: Rs.1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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REGISTRATION FORM: Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Mobile: 9537407187, 7069940917, 7203030990 • Phone: 079-26308601-2-3-4-5 • Fax: 079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of "Ahmedabad Management Association".

Name(s)	Position
1.	
2.	
Organization:	
GST No.:	AMA GST No.: 24AAATA 5881D1ZO
Address:	
	Pincode No.
Telephone(s):	Mobile:
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