

*Corporate Wargame - Laser Tag
(Teambuilding With Purpose)*



Does customer loyalty still exist? Many think it has forever vanished and that lowest price is the only thing that keeps a customer returning. But, take heart. Customer loyalty is very much alive and well. Your business' profitability and even business survival depends on customer loyalty.

Our 2 days programme combines teambuilding through Laser Tag Wargame with learning on Customer Loyalty and Customer Retention.

DAY 1 (8.00am - 5.00pm)

- Teambuilding through Corporate Wargame - Laser Tag
- Debriefing, Team Activity & Presentation

DAY 2 (9.00am - 5.30pm)

- Business today - an ongoing battle for customer loyalty
- Understanding the Customer Relationship Life Cycle
- Customer Loyalty: Key to business profitability and survival
- Customer Satisfaction vs Customer Loyalty
- 12 Laws of Customer Loyalty
- Strategy to grow customer loyalty: 7 Key Steps
- Customer Loss: How to prevent it and what to do when it strikes
- How to develop a Loyalty-Driven culture in the organisation

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