



BITE-SIZE LEARNING

CUSTOMER FOR LIFE

Bite-size training sessions: manageable portions of expertise, designed to fit in a lunch hour.

We look forward to joining you for this bite-size learning

**Cerulean**
carefully tailored training

Customer For Life

To quote Bob Dylan, “the times they are a-changin’” - and this is never truer than in the case of customer service.

The recent economic difficulties have impacted all areas of business and Larry Hochman argues in his latest book ‘The Relationship Revolution’ that it is the consumer who is providing the real challenge to businesses today.

We will discuss his findings and use them to show you how you can best deal with the transfer of power from company to customer, how to rebuild consumer trust and confidence, how to keep hold of loyalty and the danger of taking anything for granted.

What is bite-size learning?

If times are hard, the training budget is one of the first things to feel the squeeze. Yet research shows that those organisations who choose to continue with their learning and development plans out-perform those who do not. Bite-size learning is a great way to keep on top of training efficiently and cost-effectively.

Designed by Dr Lesley Aitcheson and Cerulean’s team of learning and development specialists, our bite-size learning has a proven record with many organisations including top universities, charities, trusts, corporations, and councils.