

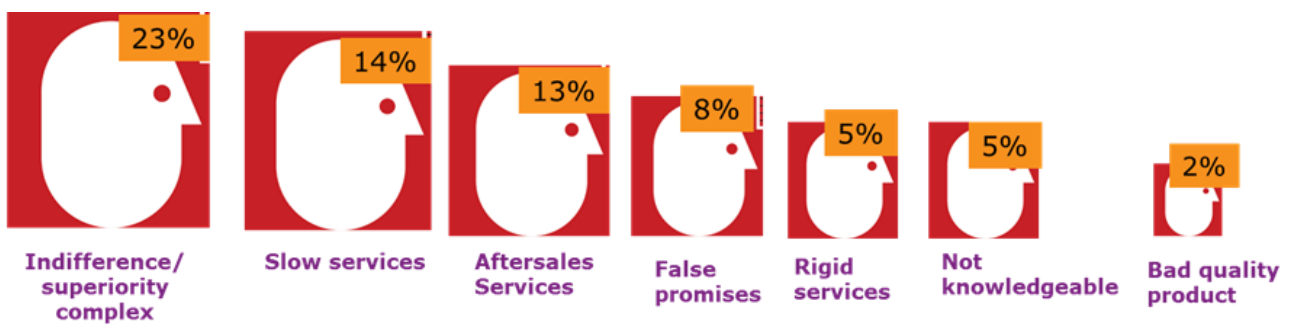
**Do you REALLY try to please your customer? Or the reality of Mauritian customers ‘disenchantment.**

by Nathalie Job, Analysis Group

Customer Care training and coaching programmes as well as Customer satisfaction Studies are now very common in every Mauritian companies. Entrepreneur, Directors and Marketers agreed on the importance of satisfying their customers in order to grow their business through repeat purchases and good word of mouth or one-to-one publicity. When measuring satisfaction level, we realized that most of the companies are really doing efforts on their service delivery. However, a satisfied customer is no more enough; we, as business leaders, should go beyond that point to now Enchant or Re-Enchant our relationship with our customers. But how to achieve that?

Most of marketers take for granted that adding services at every touch points will systematically wow the customer. However, not all marketing efforts are pertinent to the customers.

A recent study done by TNS Analysis, revealed why Mauritian Customers are dis-enchanted. The reasons identified are quite surprising: the major disenchantment reason is not about product, service or even more politeness or manner; it is more about **attitude or employees’ posture**. Mauritians are hurt by the indifference they perceived from the employees in shops or companies. They feel that they are not valued, taken into account...some of them express the employees look down at them!



Source : TNS Customer Enchantment Study®

What can we do? Surely not learning how to say hello with a big smile! This is no more useful and not always part of our multicultural backgrounds.

What is important is to:

1. make the employees feel and understand the customers disenchantment feelings and
2. identify and tackle internal blocking factors such as employee engagement issues

Working on these two axes will enable employees to design together a “re-enchantment” programme for their customers. **The final objective is to reconnect people inside and outside.**

Furthermore indifference is also about recognition. When calling, buying or visiting, your customer deserves to be recognised.

CRM (Customer Relationships Management) should be at the heart of the process, especially for service companies. Unfortunately the CRM programme is still in the hands of IT and companies have a lot of services and routes to re-enchant their customers...

**PROGRAMME HIGHLIGHT**

**Customer Relationship Management | 25—28 November 2015**

**Lecturer : Henri Isaac**

**You are :** *Experienced middle to senior managers in marketing, communications, sales, distribution and PR who wish to capitalise on improved customer relations.*

This programme will enable you to understand customer relationship fundamentals, organisational aspects of CRM implementation, CRM software, E-CRM, Electronic social networks and customer communities' management.

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Registration is open to professionals from Indian Ocean region, Africa, Middle East and India. Professionals from other geographic locations may also qualify for registration.