



CUSTOMER Relationship Management

Course Introduction:

"Top quality customer service is never an accident. It is the result of high intention, great effort, intelligent direction, good management, and skilful execution."

In fiercely competitive markets such as the Gulf region, where products and services are similar, 'putting the customer first' is a sensible strategy for building a successful business. Delighted customers return and send others; dissatisfied customers do not! Surveys have found that it costs about eight times as much to acquire a new customer as it does to keep an existing one. So it seems obvious that it should be the intention of most sensible business people to provide outstanding service. But this is not easy to apply in practice. We are all customers, and most of us can tell horror stories about very poor customer service here in the Gulf. Rudeness, bad service, indifference to identifying customer needs, etc., are too often encountered. We might like to think that such things do not happen in our organizations; but positive customer care does not occur naturally. In fact, it is extremely difficult to achieve.

How can a manager ensure that good customer care and excellent service will prevail throughout his / her organization? What are the simple practical steps that lead to quality products and excellent service? This programme is very participative and allows delegates to address issues in a practical way that clarifies the relationship between customer care and overall business strategy. A clear 'Customer Relationship Management' programme is essential for successful corporate planning.

Course Objectives:

- To understand the components of successful customer care
- To know how to develop a plan for implementing effective customer care
- To understand how you, as a leader, can help to develop a customer focused team
- To be able to assess your own, and your company's performance in the different levels of customer service
- To identify customer service barriers within your organization
- To improve the standards of service to your customers, by understanding their future needs and expectations
- To explore ways you can WOW! your customers by 'going the extra mile'
- To learn how to offer alternative solutions and successfully deal with unrealistic customer requests
- To understand why customers complain and how to deal professionally with complaints

Who Should Attend?

Managers and supervisors of staff in customer-facing roles, and those responsible for ensuring that the service level offered to customers is a positive differentiator for their company, which will help increase customer retention.

Course Outline:

- Role Of Customer Relationship Manager (CRM) In Creating A Competitive Edge
- Understanding Differences Between Business-To-Business (B2B) CRM and Business-To-Consumer (B2C) CRM
- Understanding Why The Happy 'Internal Customer' Is More Motivated To Provide Exceptional 'External Customer' Service
- Calculating Customer Lifetime Value (CLV)
- Identifying 'Perception Points' For Your Organization
- Identifying Barriers To Providing Exceptional Customer Service
- Understanding Customers' Changing Needs And Wants
- The Key Steps Of Customer Service
- Changing Times. The Impact Of Technology on CRM
- Understanding Different Customer Feedback Mechanism
- Identifying Queries, Questions And Complaints
- Handling Unreasonable Requests Effectively
- Creating An Exceptional Service Recovery Mechanism For Enhancing Customer Retention
- Using Customer Feedback To Innovate And Stay Ahead Of The Game
- Creating A CRM Dashboard - What Gets Measured Can Be Improved
- Learning From Case Studies - The Best Practices In CRM
- How To Create Customers For Life

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

المركز العالمي للتدريب والتطوير
International Centre For Training & Development