

MANAGEMENT DEVELOPMENT PROGRAMMES

CUSTOMER SERVICE

Course Title	: CUSTOMER RELATIONSHIP MANAGEMENT
Course Code	: CS: CRM
Course Overview	: Now more than ever, clients judge organisations on the standard of personal service as much as raw product performance. This is particularly true for non-tangible service products. Staff who have direct contact with clients (either business or consumers) need to have a strong understanding of what distinguishes and makes exceptional service. Customer Relationship Management (CRM) is regarded as an important new weapon in the battle to retain customers and deepen the relationship through cross-selling other products. This course has two purposes – first to help staff and management involved in client contact to sharpen their skills, and secondly to give them tools for improving customer service.
Target Audience	: Managers, supervisors and staff involved in managing client service.
Selected Session Topics	: <ul style="list-style-type: none"> - Defining customer relationship management - The role of Information Systems for CRM - CRM and client segmentation - The role of service elements as part of the product and brand - Empowering and motivating customer service - How to handle complaints and problems using a model for service recovery
Key Take-Away	: <ul style="list-style-type: none"> - Improve the way that clients, internal or external, perceive the service they receive. - Measure the importance of CRM to business success. - Segment your customer base to identify your most important customers and how to manage the relationship with them. - Identify how CRM does, or could, give their business a competitive advantage. - Identify the moments of truth in service industry, as they are perceived by clients. - Benchmark your own organisation against the leaders in CRM.

