

Customer Relationship Management

Overview

This one day course challenges delegates to address customer relationship issues in a practical way that clarifies the relationship between customer care and overall business strategy.

Target Group

This course is aimed at sales teams or anyone with the responsibility of managing sales and customer interactions.

Objectives

By the end of this course delegates will be able to;

- Assess their individual CRM performance
- Identify the link between customer care and business strategy
- Interact with customers in an effective and professional manner
- Maximise the potential for ongoing sales and increased customer order value

Course Content

Below is an overview of the topics that are covered. (Please note that if this course is delivered on an in-house basis, the content can be tailored to meet your specific requirements and address any issues you may have.

- **Achieving Sustainable Competitive Advantage Through Customer Relations Management**
- **Backgrounds and Benefits**
 - Some Startling Statistics
 - What Customers Expect
 - Why Retaining Customers is Harder Than Ever
- **Who Are Your Customers?**
- **Assessing Your Own Customer Relationship Performance**
 - The 10 Characteristics of Your Service
 - People and Systems
 - Using Gap Analysis
 - Getting Down to the Detail
- **The Common Causes of Failure and How to Avoid Them**
- **Implementing a Customer Relations Program**
 - Planning the Strategy
 - Total Management Commitment
 - Knowing Your Customers
 - Standards of Service
 - Staff Requirements
 - Keeping it Going
- **The CRM Champion**
- **Motivating People to Care for Customers**
- **Measuring Customer Satisfaction**
 - The Problems and The Solutions
 - Designing a Customer Satisfaction Survey
- **Dealing With Customers Face to Face**
 - The Essential Skills and Attitudes
 - Knowing How to Respond and Handling Complaints
- **Deciding What Training Is Needed**
- **The Importance of Team Work**
- **Action Planning**

Outcomes

Upon successful completion of the training, all delegates will receive a certificate of attendance.