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TRAINING

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Customer Relationship Management

Duration: 1 day

Prerequisites

There are no prerequisites for this course.

In this Customer Relationship Management training course you will find out how in fiercely competitive markets where products and services are similar, putting the customer first is a sensible strategy for building the business. Satisfied customers return and tell others. Most businesses intend to provide good service but this is not easy to achieve in practice.

Objectives

This Customer Relationship Management training course challenges delegates to address these issues in a practical way that clarifies the relationship between customer care and overall business strategy.

Course Content

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 Programme

- Planning the Strategy
- Total Management Commitment
- Knowing Your Customers
- Standards of Service
- Staff Requirements
- Keeping it Going

The CRM Champion

continued...

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Related Courses

Key Account Management: 2 days

Sales Management: 2 days

Telephone Sales: 1 day

Customer Service Excellence: 1 day

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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

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