

Introduction

In today's competitive environment managing customer relationships has become the key to maintaining the competitive edge. At the core of this Customer Relationship Management Programme is a needs based process which can be used by the Agents to deliver outstanding customer management. Agents will have many chances to develop their skill levels during the programme and this facilitates the development of a common language (invaluable for development, mentoring, training and coaching).

Aim

To develop key Customer Relationship Skills, to maximise customer retention or acquisition, increasing the bottom line and retaining staff.

Benefits – to the individual

Individuals will leave the programme

- With the tools to deal with any type of customer
- With a clear understanding of the CRM process
- Having had time to review their own strengths and development areas
- With a common language

Benefits – to the organisation:

- Better customer care / retention
- Decreased stress levels within teams
- Improved attrition rate with staff

Who Should Attend

This Programme will benefit individuals wishing to be professional on the telephone, whilst having the ability to deal with different types of customer and develop profitable relationships.