

## WSQ Establish Excellent Relationships For Customer Confidence



COURSE DURATION

**16 Hrs**



COURSE REFERENCE NO.

**TGS-2019504044**



MODE OF TRAINING

**Classroom**



FUNDING VALIDITY

**Till 22 Aug 2027**

This module covers knowledge and application skills to build customer confidence in the organization and to develop customer relationships that build customer loyalty. It also involves the know-how of handling service opportunities and escalated service challenges.

### Who Is This Course For

- Call Centre Supervisors / Team Leaders
- Assistant Store Managers
- Supervisors
- Service Team Leaders

### Course Objectives

By the end of this course, learners will be able to:

- Develop knowledge of organisation's product or service offerings and customer profile
- Establish customer rapport to build customer confidence in accordance with the organisation's guidelines
- Provide post-sales follow up in accordance with the organisation's guidelines
- Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation



FULL FEE

**\$450**

(Subject to 9% GST)

NETT FEE AFTER FUNDING

**\$175.50**

SME OR Singaporean age 40 and above (Subject to 9% GST)

**70% Course Fee Funded**

**\$265.50**

Non-SME OR Singaporean age 21 to 39 OR Singapore PR

(Subject to 9% GST)

**50% Course Fee Funded**

Subsidies Available  
Individual

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# WSQ

## Establish Excellent Relationships For Customer Confidence

### Course Content

#### Learning Unit 1: Develop knowledge of organization's product or service offerings and customer profile

- Establish Excellent Customer Relationships for Customer Confidence • The stages from where the relationship with customers can evolve
- Broadly there can be two distinguished attributes of a developed relationship between supplier and customer
- Five Tips in Maintaining Customers Relationship
- Product Features & Benefits
- Methods to develop knowledge of organisation's product or service
- Types of customer
- Identifying and Addressing Consumer Behaviour
- Customers with Special Needs
- Customers Profile
- Benefits of Building Customer Profiles
- Creating a Database to manage Relationship with Customer

#### Learning Unit 2: Establish customer rapport to build customer confidence in accordance with the organization's guidelines

- Customer Rapport
- Tips to build Rapport
- Customer Confidence

- Benefits of increasing customer confidence may include:
- Methods to establish rapport with customers
- Vision, Mission and Values
- Elements of a service brand
- Organization's service standards

#### Learning Unit 3: Provide post-sales follow up in accordance with the organization's guidelines

- Post Sales Follow Up
- Service opportunities
- Methods to respond to service opportunities
- Customer Complaints
- Methods of Complaints:
- Service Challenges
- Triggers for customers complaints
- Behavioral of Dissatisfied Customers
- Why they are not complaining?
- Complainant Information

#### Learning Unit 4: Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organization

- Responding to escalated service challenges
- Service recovery procedures
- Mutually acceptable resolutions to escalated service challenges

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