

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 2025

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.

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

Who Is This Course For

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

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

SkillsFuture Credit
PSEA



Visit Our
Website

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



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

SkillsFuture Credit PSEA



Visit Our
Website