

COURSE DURATION

16 hours

COURSE SYNOPSIS

This course sets out the 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

TARGET AUDIENCE (OPERATIONAL, SUPERVISORY & MANAGERIAL)

The job role(s)/occupations that this module would be relevant to may include:

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

ASSUMED SKILLS

- Learners must be able to read, write, speak and listen to English at secondary school level
- Learners to have minimum GCE 'O' level or ITE certificate education
- Learner should have at least 1 year's working experience in any industry

TRAINING METHODOLOGIES

Lectures, group discussion, case study, role play, self-reflection, videos and hands-on activities designed to bring out skills practice.

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