JAMES COOK INSTITUTE

SOFTSKILL

BASIC

WSQ Establish Excellent Relationships For Customer Confidence

Description
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.

Who is this Course For?
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

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 .

Course Duration
16 Hours

Course Reference No.
TGS-2019504044

Mode of Training
Classroom

Funding Validity
Till 22 Aug 2027

Full Fee $450
(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
SME OR SINGAPOREAN AGE 40 AND ABOVE	70%	$175.50
NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR	50%	$265.50

Subsidies available: SFC, SFEC, PSEA

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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