

# Customer Relationship Management

## Course Overview

Develop customer loyalty and incorporate an effective and cost-efficient customer relationship program.

## Course Outline

### Customer Service:

- Why the Customer is Important?
- What Type of Customer
- How to communicate with customer?
- What do we mean by the term 'customer service'?
- The customer behavior's
- Dealing with Different type of customers
- Exercises dealing with angry customers
- Listening Skills
- Effective customer service player
- The two dimensions of quality customer service( procedure – personal )
- Customer service provider treats
- Level of loyalties & acceptance
- Factors which could add value to the customer service
- Fundamental principles for delivering good customer service
- Applying knowledge
- Relationship learning
- Customer expectations
- Using questions & right wording

### Managing Customers complains:

- What is a complaint?
- Why customers complain
- Recipient normal reactions to complaints
- Steps of complaints handling
- A proactive view of customer complaints
- Difference between a complaint and a suggestion – eliminating the 'but'
- Complaints restraining techniques
- Analyzing complaints
- Customer's complaint types

### CRM

- What is CRM
- Managing Your Customer Service/Sales Profile
- CRM software overview • Role plays & Exercises

## Learning Objectives

Upon completion of this course, participants will be able to:

- Develop an understanding of the terms and benefits of CRM on a company's bottom line.
- Analyze the different components of a CRM plan.
- Develop their checklist for readiness and success in CRM.
- Identify how CRM creates value for organizations and customers.
- Identify developmental roles that have the greatest impact on CRM.

## Who Should Attend

- Employees seeking to understand and apply good practice in promoting effective customer relations.
- Staff who deal regularly with guests, visitors and customers face to face, in writing and on the telephone.

**Course Duration:** Two days from 9:00AM to 3:00PM

**Registration Deadline:** One week before the course date

## Course Fees

- 1900 EGP (Registration is confirmed only upon payment)
- Fees include materials and attendance certificate
- Complimentary coffee breaks and light lunch

## Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

## For Registration

- Logon to [www.topbusiness-hr.com/Course\\_Register](http://www.topbusiness-hr.com/Course_Register) to fill a registration form. Alternatively you can request a registration form by mail from: [training@topbusiness-hr.com](mailto:training@topbusiness-hr.com).
- Payment should be made one week prior to course.
- Payment by cheque in Top Business's name or cash to our address.

## For More Information

17, Abdel Wahab Selim Elbeshry St.,  
Sheraton Heliopolis, Cairo - Egypt

T. +2 02 226 871 44 / +2 02 226 871 45

Ext. 440/1

F. +2 02 226 871 58

M. +2 010 229 20 433

[training@topbusiness-hr.com](mailto:training@topbusiness-hr.com)

[www.topbusiness-hr.com](http://www.topbusiness-hr.com)