

Certificate in Customer Relationship

Are you interested in venturing in a new career as a customer relationship manager?
Keen to learn more on customer relationship management?

Introduction

In the commercial world, the importance of retaining existing customers and expanding a business is paramount. The costs associated with finding new customers mean that every existing customer could be important. The more opportunities that a customer has to conduct business with your company the better and one way of achieving this is by opening up channels such as direct sales, online sales, franchises, use of agents, etc. However, the more channels you have, the greater the need to manage your interaction with your customer base. Customer relationship management (CRM) helps businesses to gain an insight into the behaviour of their customers and modify their business operations to ensure that customers are served in the best possible way. In essence, CRM helps a business to recognise the value of its customers and to capitalise on improved customer relations. The better you understand your customers, the more responsive you can be to their needs.

Program Objectives

This program aims to:

- Provide a methodical overview of the background, the methodology, and the particulars of managing customer relationship for competitive advantage.
- Enable participants to understand interrelationship customers and service provider.
- Expose participants with principles and techniques on how to enhance customer relationships.

Learning Outcomes

After completing this program, participants should be able to:

- Enhance understanding the principle of managing customer relationships
- Know the function of managing customer relationships
- Conduct consultation and preparing strategic marketing plans
- Enhance organisation performance through customer relationships

Who should attend?

Non-managerial, First-line management, middle management, senior management and anyone who wish to acquire in-depth knowledge in customer relationship

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	Evolution of Relationships with Customers Over the years, we've seen that business priorities have evolved to become more focused on customer relationships than ever before. Strong business relationships are necessary for a company to thrive in "The Relationship Era." It's time for the CRM industry to engage in the Relationship Era too. This module provides a fundamental understanding of human relationships.
10.30am-11.00am	Break and Networking
11.00am-1.00pm	The Thinking Behind Customer Relationships In this module, the participants would look into the role of trust in a human relationship. The participants would learn to build up a relationship through the IDIC model - Interact, Differentiate, Identify and Communicate.
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	Identifying Customers In this stage, the participants would learn how to identify what the customer needs from us through keyword research, focus groups or social listening. Then the participants would learn the category of relationship and types of customers.
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	Differentiating Customers We know some customers are worth more than others. Hence, participants would learn how to differentiate customers by their needs.

Time	Day Two
9.00am– 10.30am	<p>Interacting with Customers</p> <p>In this module, the participants would create customer collaboration strategy. The participants would pick up the skills when interacting with customers that include - show empathy and gratitude, conscientious, transparent and communicative, asking customer feedback and talk like a human.</p>
10.30am-11.00am	<p>Break and Networking</p>
11.00am-1.00pm	<p>Using the Tools of Interactivity to Build Relationships</p> <p>In this module, the participant would learn how to apply technology to engage with the customer to build up customer relationship. With consistent communication, the participants would learn how to build trust and partnership with the customers.</p>
1.00pm-2.00pm	<p>Lunch Break and Networking</p>
2.00pm-3.30pm	<p>Customer Feedback as Relationship Building</p> <p>In this module, the participants would learn the customer feedback procedure - ask, categorise, act and follow up. During stage one, “ask”, the participants would be able to identify the overall trends, service issues and product issues. During categorise, the participants need to categorise the feedback into different buckets that are meaningful to the organisation. Then, the participants learn how to act on the feedback by sharing it with others at the organisation who can implement change. Lastly, the participants would learn the method of follow-up.</p>
3.30pm-4.00pm	<p>Break and Networking</p>
4.00pm-5.00pm	<p>Big Data Analytics and Customer Relations</p> <p>In this module, the participant would learn the fundamental of big data analytics and the application of Hadoop as the tools to manage big data. The participants would understand the role and the principle of big data that includes the 6V principle - volume, variety, velocity, veracity, variability and the volume. By application of big data, the participants would be able to identify the needs of the customers holistically.</p>