



**Asia Masters Center**

# Excellence In Building Customer Relationship Management Strategies



## Excellence In Building Customer Relationship Management Strategies

### Course Objective

- To understand the components of successful customer care
- To know how to develop a plan for implementing effective customer care
- To understand how you, as a leader, can help to develop a ‘customer focused’ team
- To be able to assess your own, and your company’s performance, in the different levels of customer service
- To identify customer service barriers within your organization
- To improve the standards of service to your customers, by understanding their future needs and expectations
- To explore the ways you can ‘WOW!’ your customers – by ‘going the extra mile’
- To learn how to offer alternative solutions and successfully deal with unrealistic customer requests
- To understand why customers complain, and how to deal professionally with complaints

### Target Audience

- Managers
- supervisors of staff in customer-facing roles,
- those responsible for ensuring that the service level offered to customers



## Course Outline

- The Key Role Of The Customer Relationship Manager (CRM) In Creating A Competitive Edge
- Understanding The Differences Between Business-To-Business (B2B) Customer Relationship Management (CRM) And Business-To-Consumer (B2C) Customer Relationship Management (CRM)
- Identifying Barriers To Providing Exceptional Customer Service
- Understanding Why The Happy ‘Internal Customer’ Is More Motivated To Provide Exceptional ‘External Customer’ Service
- Identifying The ‘Perception Points’ Of Your Organization
- Detailed Analysis Of Your ‘Perception Points’
- Understanding Your Customers’ Changing Needs And Wants
- The Key Steps Of Customer Service
- Calculating Customer Lifetime Value (CLV)
- Changing Times – The Impact Of Technology On CRM
- Understanding Different Customer Feedback Mechanisms
- Creating A CRM Dashboard – What Gets Measured Can Be Improved!
- Identifying Queries, Questions And Complaints
- Handling Unreasonable Requests Effectively
- Creating An Exceptional Service Recovery Mechanism For Enhancing Customer Retention
- Using Customer Feedback To Innovate And ‘Stay Ahead Of The Game’
- The Best Practices In CRM – Learning From Case Studies
- How To Create Customers For Life

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.



**Asia Masters Center**

### **Price (USD)**

**Communicate with the training department  
to know the participation fees**

➤ **There are offers and discounts for groups**

### **The details of the bank account**

**Bank name: CIMB Bank Berhad**

**Account name: Asia Masters Center SDN. BHD**

**Bank account number: 80-0733590-5**

**Swift code: CIBBMYKL**

**IBAN: Null**