



Asia Masters Center

Advanced CRM Customer Relationship Management



**Asia Masters Centre (AMC), Suite 2 B, level 6, Office Block, Grand Millennium Hotel, Bukit Bintang Street,
55100 Kuala Lumpur, Malaysia. | Tel: +60327326992 | Mobile: +601 8909 0379 | Fax: +60327326992
Website: <http://www.asiamasters.org/> | Email: info@asia-masters.com**

Advanced CRM Customer Relationship Management

Course Objective

- Identify the loop-holes between excellent customer care within the organisational strategy and hierarchy
- What outstanding customer service comprises of
- Planning a complete framework to ensure customer care standards are met with
- Explore in detail the leadership qualities required to develop a customer-oriented team
- How customer complaints and grievances are critical to every organisations growth and development
- To always be a step ahead of your customers' requirements; 'over deliver and under-promise' attitude
- Ways to make your customer feel important
- Study ways to overcome roadblocks that are in between your service and the customers' expectations
- Ways to say no positively deal with impractical expectations without upsetting and offending the client
- Self-evaluation techniques to assess your performance during every stage of customer care.



➔ Target Audience

- Customer-facing professionals
- Customer Relationship Supervisors & Managers
- Section head & Middle Managers
- Customer Service team members

➔ Course Outline

- Overview
- What is Customer Relationship Management?
- Role of CRM
- B2B CRM
- B2C CRM
- Internal Customer vs. External Customer Service
- How is 'Customer Lifetime Value' calculated?
- Perception points
- Roadblocks in achieving outstanding customer service
- Customer's evolving needs and requirements
- Customer Service Process
- CRM and technology of the present
- Different types of customer response mechanisms
- Solving customer complaints and inquiries
- Tackling unrealistic customer requests professionally
- Retaining Customers
- Upgrade your feedback mechanism
- CRM Dashboard to track and measure performance
- Real-life case studies
- Wrap-up and conclusion.

➤ **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.



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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

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IBAN: Null