



Customer Relationship Management

1 Full Day
9:00am – 4:00pm



Course Details:

Booking Information:

To reserve a place in this course please contact Envisage Training or visit our website to enquire online.

Envisage Training:

- Computer Training
- ICT & Software Applications
- Instructor-Led Online Training
- Professional Development
- Room & Equipment Hire
- Training Needs Analysis

Delivery Modes:

- Scheduled Courses
- In-House & On-Site
- Instructor-Led Online Training
- Customised Courses



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Duration: 1 Full Day

Course Content:

- Who is your customer (looking at best practice companies such as FedEx)
- Values put into action : The value of your Vision Statement
- Deliver on the promises you have made
- Exceed customer expectations
- The Lazarus effect: resurrecting lost customers
- Communication style preferences, Body language and Telephone etiquette (MBTI, HBDI)
- Moments of truth (Carlson)
- Your reason for being there : The customer is not an interruption
- The hidden treasures in feedback: survey clients for continuous improvement
- A complaint is a gift
- Embracing accountability: Taking charge of a problem until it is resolved
- Compliments : Pass them forward

Course Outcomes (Can be customized):

- Keeping promises to customers and thus acquiring a valuable reputation
- Persist the quality of open honest communication - foster trust with client
- Obtain the attitude to go the extra mile to exceed expectations
- Understand how communication styles, body language and personality styles impact on face to face and telephone interactions
- Answer the telephone professional and with a smile
- Understand that the heart of every business is the relationship
- Continuously welcome customers with friendliness and willingness to serve
- Look for improvement opportunities by accepting customer feedback
- Actively listen to a customer with a complaint - welcome opportunity for change
- Take accountability for resolving customer enquiries and problems
- Note customer compliments and pass them on to foster team spirit