



## **MODERN SKILLS IN CRM**

PIK390-0625 ONLN-1



**Place:** ONLINE

**Venue:**

**Start Date:** 15-06-2025

**End Date:** 19-06-2025

**PPP:** £1750



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**If you can't train them,  
you can't blame them!**

### **Short Description:**

Introduction: A customer-focused organisation is grounded in the belief that long-term success depends on a commitment to customer satisfaction throughout the entire organisation. This program focuses on what it takes to build the culture, the processes, and the relationships that will lead to long-term growth and financial sustainability. Leaders are role models in planning, communication, coaching, and employee recognition. Their efforts result in increased employee loyalty, greater innovation, and improved customer satisfaction. The course covers customer service management responsibilities, from the most fundamental tasks of hiring, training, coaching, and team building to quality assurance and leadership skills. This challenging and highly participative program will focus on creating and managing effective teams, dealing with difficult customers, understanding behavioural styles and proven leadership strategies.

### **Course Overview:**

#### **Course Objectives:**

At the end of this course the participants will be able to:

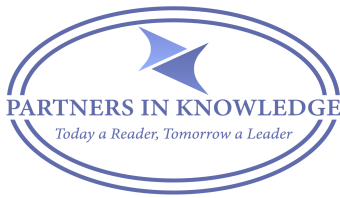
- Describe the importance of the leader as a role model for customer service excellence.
- Establish the importance of setting and reviewing customer service standards.
- Describe techniques to motivate teams and individuals for peak performance.
- Develop effective communication strategies to promote teambuilding.
- Evaluate surveys to accurately monitor customer satisfaction.
- Design a realistic and challenging customer service employee training program.

### **Targeted Audience:**

- Sales Managers.

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- Department Managers.
- Customer Service Managers.
- Customer Service Professionals.
- Team Supervisors.

## **Program Outline:**

### **Course Outlines:**

#### **DAY 1: Creating a Customer-Focused Organisation**

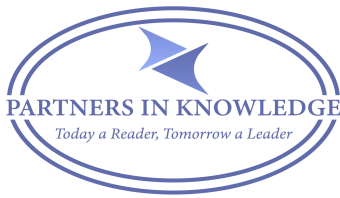
1. Vision and mission of a customer-focused organisation.
2. Benchmarking world-class customer service companies.
3. The roles and responsibilities of a customer-focused manager.
4. The importance of presenting a professional business image.
5. Best practices - Xerox' Five Pillars of Customer-focused Strategy.

#### **DAY 2: Enhancing Leadership and Interpersonal Communication Skills**

1. Supervising the four personality styles & determining your management style.
2. Overcoming communication barriers in the workplace & Listening Awareness Inventory.
3. The most admired character traits of leaders.
4. The supervisor's role in conflict resolution and service recovery.
5. Managing group dynamics & How to Give and receive constructive feedback.

#### **DAY 3: Setting Customer Service Policies and Performance Standards**

1. Deming's Fourteen Points of Total Quality Management.
2. Setting SMART objectives to improve customer satisfaction.
3. Methods of measuring and monitoring customer satisfaction.
4. Developing a customer service complaint checklist.
5. Working with difficult or demanding customers.



## **DAY 4: Building High-Performance Teams and Motivating Individuals**

1. The building blocks of a high-performance team.
2. Team building: The paper towel.
3. The power of mutual support and cooperation.
4. Building teamwork with support and recognition with Coaching and mentoring techniques.
5. The impact of stress on individual and team performance.

## **Unit 5: Leading the Way to Superior Customer Service**

1. Developing and implementing effective training.
2. Professional development and continuous improvement.
3. Empowering, motivating and retaining frontline personnel.
4. Case-study.
5. Q/As and course wrap-up.