



International Training
Center Paris

TRAINING SCHEDULE



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CUSTOMER SERVICE AND CUSTOMER RELATIONSHIP MANAGEMENT

Overview:

The Customer Service and Customer Relationship Management training program is designed to provide participants with the skills and knowledge necessary to deliver exceptional customer service and manage customer relationships effectively. The program covers a range of topics, including customer communication, problem-solving, conflict resolution, and building customer loyalty.

Objectives:

- Develop an advanced understanding of customer service and customer relationship management
- Learn to communicate effectively with customers
- Develop problem-solving and conflict resolution skills
- Understand the importance of building customer loyalty

Throughout the program, participants will engage in lectures, case studies, group discussions, and practical exercises to help them develop the skills necessary to succeed in customer service and customer relationship management. By the end of the training program, participants will have an advanced understanding of customer service and customer relationship management, be able to communicate effectively with customers, develop problem-solving and conflict resolution skills, and understand the importance of building customer loyalty.

Targeted Groups:

- Customer service representatives
- Account managers focused on customer relationships
- Client relationship managers
- Sales professionals aiming to enhance customer satisfaction
- Professionals involved in customer support

Planning:

Day 1: Introduction to Customer Service and Customer Relationship Management

- Overview of customer service and customer relationship management
- Importance of customer service for organizational success
- Understanding the customer experience

Day 2: Effective Customer Communication

- Techniques for effective customer communication
- Active listening and questioning skills
- Developing empathy for customers

Day 3: Problem-Solving and Conflict Resolution

- Identifying and analyzing customer problems
- Developing effective problem-solving skills
- Techniques for resolving conflicts with customers

Day 4: Building Customer Loyalty

- Understanding the importance of customer loyalty
- Techniques for building customer loyalty
- Best practices for maintaining customer relationships

Day 5: Managing Customer Feedback

- Collecting and analyzing customer feedback
- Developing action plans based on customer feedback
- Continuously improving customer service and relationship management