

WSQ ESTABLISH EXCELLENT RELATIONSHIPS FOR CUSTOMER CONFIDENCE

(Formerly known as Establish Relationships for Customer Confidence)

Duration: 16 hours

Course Overview

This module covers knowledge and application skills to build customer confidence in the organization and to develop customer relationships that build customer loyalty. It also involves the know-how of handling service opportunities and escalated service challenges.

Course Objectives

On completion of this module, learners will be able to :

- Develop knowledge of organisation's product or service offerings and customer profile
- Establish customer rapport to build customer confidence in accordance with the organisation's guidelines
- Provide post-sales follow up in accordance with the organisation's guidelines
- Respond to service opportunities and escalated service challenges to reinforce customers' confidence in the organisation

Course Outline

- Methods to develop knowledge of organisation's product or service offering
- Understanding types of customers and their profiles
- How to build customer rapport and customer confidence
- Understanding organisation vision, mission, values and service standards
- Post-sales follow up
- How to respond to service opportunities
- Understanding service challenges and triggers in the service environment
- How to respond to escalated service challenges

Target Audience

The job role(s)/occupations that this module would be relevant to may include:

- Call Centre Supervisors / Team Leaders
- Assistant Store Managers
- Supervisors
- Service Team Leaders