

Title: Customer Care

Aims: To develop customer care skills.

Objectives: Examine the importance of customer care
Explore the importance of loyalty and relationship marketing
Examine how to develop non - verbal communication skills
How to recognise and avoid the Colander model

Target Audience:

This course is for candidates who wish to develop their customer care skills, and explore the elements of maintaining customer loyalty.

Course Content

- Methods of communication
- What is customer care
- Managing the gap
- The colander model
- Theories of communication
- Developing good customer relations
- The Serv-Qual model
- Case Studies
- Understanding customers
- Relationship marketing

Commentary

This course is for those who wish to develop their customer care skills. It explores theories of good customer relations, and enables participants to develop their skills. It also develops candidates' skills to improve the provision of customer care and monitor and measure satisfaction.