MERCURY

Customer Relationship Management (CRM)

28 June – 2 July 2027
Cape Town (South Africa)



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Ref: 15250_1062748 **Date:** 28 June – 2 July 2027 **Location:** Cape Town (South Africa) **Fees:** 5300 Euro

Introduction:

This customer relationship management CRM training course will give participants the skills required for excellent customer management and service. This Customer Service training emphasizes augmenting customer focus and nurturing a customer-centric culture by striving toward the Customer Service Excellence Standard.

It is crucial to understand customer relationship management CRM and implement CRM solutions effectively to foster such an environment. Participants will learn about the importance of customer relationship management CRM in achieving service excellence, the use of various CRM tools, and the advantages of completing a customer relationship management CRM certificate program.

This customer relationship management CRM training will also focus on enhancing communication abilities, negotiation strategies, and best customer service practices. By delivering exceptional customer service, practitioners can mitigate the impact of higher costs by offering superior customer experiences.

Employees who are adequately trained and demonstrate professional customer service skills can significantly improve customer satisfaction and brand loyalty. This customer relationship management CRM training helps the business retain customers and improve profits. It costs less to retain loyal customers than to acquire new ones.

Targeted Groups:

- Frontline Customer Service Representatives CSR.
- Team Supervisors.
- Department Managers.
- Account Managers.
- Field Service Representatives.

Course Objectives:

By the end of this customer relationship management CRM course, participants will be able to:

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- Create a shared, customer-centric service vision within the organization.
- Enhance their professional image with their customer base.
- Increase customer retention and revenue growth.
- Improve intra/interdepartmental communication and teamwork.
- Create a more productive and customer-focused workforce.
- Develop conflict resolution skills.
- Gain appreciation for the importance of customer service excellence.
- Learn the Best Practices of world-class customer service providers.
- Enhance leadership and communication skills.
- Gain confidence to work professionally with demanding or upset customers.
- Learn to adjust temperament style to become more versatile and adaptable.
- Improve time management and goal-setting skills to increase productivity.

Targeted Competencies:

Upon the end of this customer relationship management CRM training, participants competencies will be able to:

- Enhance Customer Service Communication Skills.
- Build the Foundation for Achieving Customer Service Excellence.
- Service Recovery: Handling Complaints and Upset Customers.
- Principles of Persuasion and Professional Negotiation Strategies.
- Focus on Customer Service Excellence and Continuous Improvement.

Course Content:

Unit 1: Enhancing Your Customer Service Communication Skills:

- Active Listening and Questioning Skills to Identify a Customer's Expectations.
- Body Language: How to Read Your Customer Like a Book.
- Work with Aggressive, Expressive, Passive, and Analytical Customers.
- Telephone Tips to Promote a Professional Image.
- The Do's and Don'ts of Written Communication.

Unit 2: Building the Foundation for Achieving Customer Service Excellence:

- The 7 Customer Service Expectations.
- Measure Internal and External Customer Service Satisfaction.
- How to Use Customer Service to Increase Sales?
- "Going the Extra Mile" to Promote Customer Service Excellence.
- Use social media to enhance Customer Service.
- Protect your Organization's Online Reputation.

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Unit 3: Service Recovery: Handling Complaints and Upset Customers:

- The Importance of Customer Complaints and Why They Should Be Encouraged.
- Empower Employees to Get the Job Done.
- Steps to Follow for Customer Service Recovery.
- Strategies to Help Calm Upset Customers.
- Manage Emotions During Stressful Situations.

Unit 4: Principles of Persuasion and Professional Negotiation Strategies:

- Cialdini's Six Principles of Persuasion.
- The Art of Giving and Receiving Constructive Feedback.
- Strategies for Negotiating Mutually Beneficial Outcomes.
- Words and Tones to Avoid.
- The Price Value Formula.
- Negotiate across Cultures.

Unit 5: Focusing on Customer Service Excellence and Continuous Improvement:

- What is your Action Plan?
- Customer Service takes teamwork.
- Maintain a Positive Mental Attitude.
- Set SMART Goals for Continuous Improvement.
- Stress Management Tips to Increase Productivity.
- End of Course Review.