



First Select

Customer Relationship Management (CRM)

Date	Venues	(\$Fees	Book your seat
21 Dec -25 Dec 2025	Dubai	2900	Register Now

OBJECTIVES:

To provide delegates with the opportunity to review their understanding of customer service, its application and effect on customer satisfaction and market share.

Upon completion of the course, delegates will be able to:

1. Understand customer awareness philosophy
2. Identify the key elements of service
3. Recognise the benefits of a customer driven operation
4. Display enhanced awareness of operational standards
5. Undertake measurement of customer satisfaction.
6. Demonstrate understanding of customer relations management

STRATEGY:

Based on a strategy to provide management with a set of processes and programmes designed to develop customer awareness as a key thrust in each and every operation within their control so that it is recognised as the market leader for outstanding service.

WHO SHOULD ATTEND?


Supervisors, Team leaders, Administrators, Secretaries and frontline customer service staff


PROGRAM TOPICS:


- Welcome, objectives and introductions
- Managing customer relations
- Customer awareness philosophy
- Reasons for developing service awareness
- What is service?
- Developing a culture of customer driven systems
- Who are our customers? What do they want?
- Setting customer service standards
- Service quality issues
- Creating a customer awareness task force
- Managing the internal customer
- Working together as a team
- Training for customer service
- Managing difficult customers
- Measuring customer satisfaction
- Implementing the strategy
- Review of course
- Action plan

WORKSHOP STYLE:

This will be a participative workshop with a mix of interactive learning sessions, exercises and discussions aimed to provide maximum impact and learning retention for all delegates.

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