

CUSTOMER RELATIONSHIP MANAGEMENT SKILLS

Knowing how to maintain good customer relationship can have valuable impact on any organisation. The key to good CRM is to know how to handle customers effectively; to provide that win-win outcome both for the organisation and the customer. Employees need to know the necessary skills and techniques to interact competently with people and to represent the organisation well.

Our Objectives

We aim to

- enhance understanding of the concept of customer relationship management (CRM)
- deliver the skills and techniques used in CRM

Your Profile

This course is suitable for all who need to interact with clients/customers on behalf of the organisation.

Your Results

At the end of this course, you will learn to

- employ effective CRM strategies
- identify different types of customer behaviour
- respond appropriately to customers/clients needs and demands

Our Methods

We believe in making the course interactive and fun by using a variety of methods. These include:

- Individual and group work
- Class discussions
- Role plays

Our Trainers

Our trainers are all qualified and highly experienced lecturers from Singapore Polytechnic.

Please note that we only specialise in customising courses for organisations; public courses for individuals are not available.

**SINGAPORE POLYTECHNIC
BUSINESS COMMUNICATION CENTRE**

Course Enquiry

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