



What's In The Name
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Customer Relationship Management - Treat them the way you would like to be treated

Good customer service revolves around careful listening and attending to your customers' needs and desires.

This workshop will make sure that the customer service team has the right skills for managing customers' needs. It will reduce customer effort, provide proactive solutions, and help customers even faster.

Objectives

- Be an enterprising CRM professional
- Master the components of business etiquette – quick thinking, accountability, common sense and behavior
- Increase customer satisfaction and retention
- Craft and implement customer relationship strategies
- Understand the skills to communicate with and influence customers & stakeholders

Recommended Modules:

Customer Services Orientation

- **Customer Acquisition**

Master the art of strong interpersonal skills to meet the clients' needs. This module will empower to be able to empathize with and show concern & care for patients who are nervous. This module will also align the participants with the business objectives of the organization and make them literally live and breathe the brand Emaar.

- **Customer Alignment**

Develop and execute the strategy and action to help companies grow faster by linking markets with the strategy and the strategy with the company's people.

- **Customer Retention**

Customer is the King. Learn the art of treating the customers with utter importance as they are the most essential to the organization. This module will enable participants to develop their confidence and leadership skill to build business from existing customer.

- **Handover Technique**

Improve the quality of communication skills and attitudes of CRM professionals to decrease the negative consequences of discontinuity of the service. Also, learn to customize the hand over process as one size fits all does not hold true in the real estate industry.

- **Ownership and accountability as a CRM Professional**

When attitude and ownership are in place, you can move mountains. This course will help in learning to take the ownership of your actions, your targets and lead by example for the fellow leaders. Also, learn how to hold leaders accountable simultaneously, increase their results.

SPIN CRM – A Vital Necessity

This module will equip you with four different types of CRM questions designed to bring in interest of the prospect. S – situation, P – problem, I – implication, N – need-payoff.

Business Etiquettes

This module empowers you to nail that first impression using personal touch. Experience the journey from professional business introduction to lasting impact on the clients. Some quick tips and techniques that can help you build better stronger relations and quicker rapport with the hot shots.

Think on Your Feet –Develop Wit and Smart Conversations to Stand Apart

As we say common sense is uncommon! Thinking on your feet and approaching conversations with an edge at the client end is an art. This module prepares you for those conversations that you are not prepared for. This module will help consult better, develop unique approach to problem solving, and enhance thinking skills.

Email Writing – Make That Impact

A bad email can damage a potential client. Make an impact by writing amazing emails. Write emails that lead to results. Develop a sense of targeting and value generation through emails. One email can make or break the potential clients.

Methodology -

Strategy - Requirement Gathering

We plan elicitation by connecting with the subject matter experts to design a targeted training solution. We plug the information into our existing framework and aim to deliver a customized exchange.

Analysis of your existing processes, programs and case studies will also help in collating the right data and information that will be added to the contents of the presentation.

- Role Plays
- Analysis
- 70:30 learning ratio
- Games
- Activities and tasks
- Case studies
- Visual aids
- PowerPoint presentation
- Exchange and Coaching

Training Follow On Strategy*

Impact Analysis Training (IAT) - We will follow up on the post training impact with the participants using various methodologies like quizzes, tests, online questionnaires, peer interaction, interviews, feedback forms, crash courses, real life demonstrations & case studies. The strategy will be developed in collaboration with the Key Stake Holders and the deep analysis of the target audience. A road map will be executed based on the real time information. Within this strategy we will formulate the deliverables like number of hours, number of months, methodology, commercials, frequency and topics.

*** IAT is a follow on strategy which is not covered in the quoted training cost.**