

# Customer Relationship Management Training



## Overview

The Customer Relationship Management Program is specially designed to provide a broad overview of their role, the sensitivity and importance of customer handling. Moreover, it dwells into the essentials of client servicing skills such as the appropriate communication, grooming and etiquette, as well as handling challenging situations.

## Course Features:

The objectives are to create understanding the strength of your relationships with your clients and to learn growing the size of client projects, to ensuring projects run smoothly. This workshop enables you to get greater clarity on what your customers want and what they value about their relationship with you. It helps you in getting new insights and techniques in building stronger relationships to develop new business, and balancing expectations with multiple accounts. It will deepen your understanding of how your clients perceive you and create a strategy to build even stronger relationships with your customers. One will also be able to build relationships through networking.

## Who should attend?

- Front Line Management persons
- Supervisory Level persons
- Middle Management persons

## Course Contents:

- Impact of customer relationship on business
  - Synchronized roles of various departments in a business
  - Importance of communication with internal and external customers
  - Relationship building with external customers
  - Profiling the customer / people type
  - Customer expectations
- Personal transformation to enhance personal interaction
  - Business etiquette and grooming
  - Greeting- what's expected from a professional representative?
  - Displaying office etiquette on visits
  - Professional attire
  - Business colors and fabrics
  - Hygiene factors
- Behavioral Areas
  - Assertiveness
  - Its need and impact on the customer "feel good factor"
  - Balanced empathetic approach in handling any customer queries/complaints/ proposing solutions
  - Taking ownership- Owning the role and the situation

## Certificate

Certificate of attendance shall be issued to all the delegates attending entire duration of the training course

## Duration

2 Days

## About Us:

TUV India Pvt. Ltd. (TÜV NORD GROUP) is a customer-focused, innovative, and independent, technical, quality & safety services organization, dedicated to providing future-proof solutions through technological excellence for the success of its customers with the highest level of integrity. With a presence at over 40 strategic locations in India; a branch office in Sri Lanka and Bangladesh; state-of-the-art laboratories at Pune, Bengaluru, Noida and Jamnagar; 100 important countries worldwide and through digital means, we are always connected to you, our esteemed customer, anywhere, anytime.

We are proud to provide increasing levels of services to the best known, largest global and national companies as well as medium and small industries in diverse sectors like Oil & Gas, Petrochemical, Nuclear, Renewables, Infrastructure, Food, Power, Manufacturing, Chemicals, Pharma, Paper, Automobiles, Railways, Aerospace, Defence, IT, Health, Hospitality, Retail, etc.

Over 1400 competent and experienced TUV India experts spread across India and over 14000 TUV NORD

experts all over the world, enthusiastically support our clients by providing value-added services in Industry Inspection, European / International Approvals, Management System & IT Certification, Sustainability, Energy Audit, Water Audit, Carbon Services, Building Infrastructure & PMC, Renewable Energy, Food & Packaging Testing, Food Certification & Inspection; Testing of restricted and banned chemicals in Automotive and Electrical & Electronics components and other regulated industries, Product Testing – Electricals, Electronics and Industrial Machinery; Product Certification; Petroleum, Chemicals & Gas Cargo Inspection; Petroleum, Chemicals & Gas Testing; Railway Technology; Engineering, Safety Studies, and knowledge enhancing training programs under TUV India Training Academy.

## Our Services Portfolio:

- Industrial Inspection
- Management Systems & IT Certification
- Building, Infrastructure and Project Management
- Renewable Energy
- Railway Technology
- Petroleum, Chemicals and Gas Cargo Inspection
- Product Certification
- Product Testing for Electronics, Electricals, Machinery & Industrial, Automotive Batteries
- Food and Packaging Testing
- Advanced Chemical & Material Testing
- Petroleum, Chemical & Gas Testing
- Training Academy

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