

Training: Customer Relationship Management and Service Quality

Introduction to Customer Relationship Management Training

Managing Customer Needs

- Identifying customer needs
- Addressing and managing customer needs

Customer Reception Techniques (Telephone and In-Person)

Quality of Interactions Among Colleagues

- Behavioral skills in the workplace
 - Communication
 - Empathy
 - Kindness
 - Autonomy

The Concept of Service Quality

- The different levels of quality
- The dimensions of quality

Service Quality and Customer Satisfaction (the Concept of Satisfaction)

Managing Service Quality (Service Quality Standards, etc.)

Measuring and Evaluating Service Quality

- Customer satisfaction surveys
- Employee surveys and studies

Practical Workshop on Customer Relationship Management and Service Quality

Preventing Aggressive Situations in Customer Service

- Recognizing signs of aggression or threats
- Understanding causes related to customer stress
- Using calm and professional language
- Managing physical distance and posture
- Applying internal safety guidelines
- Practicing through case studies and role-playing

Conclusion of the Training: Customer Relationship Management and Service Quality