

Managing Client Relationship



Course Overview:

The key objective of this course is to help participants improve their skills in communicating directly with customers and effectively managing customer relationships to provide excellent service. A full range of situations is covered from initial contact through to handling awkward customers and complaints. Consideration is also given to cultural issues and the handling of relationships with customers of different nationalities.

Course Objectives:

By the end of the course participants will be able to:

- ❑ judge the importance of customer service to business success
- ❑ evaluate the "moments of truth" in service delivery
- ❑ handle complaints using a model for service recovery
- ❑ listen and communicate with customers effectively
- ❑ manage customer expectations
- ❑ retain existing customers
- ❑ handle difficult customers and complaints
- ❑ use customer relationship management (CRM) to get the most out of relationships with customers
- ❑ perform service recovery to retain unhappy customers
- ❑ identify opportunities for relationship development

Course Fee

*AED 1,475 per participant
(discount available for group registration)*

Reach our team for more information and course registration .

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This course is offered by:



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