

CERTIFICATE IN MANAGING CUSTOMER SERVICE

PROGRAM OVERVIEW

The Global CERTIFICATE IN MANAGING CUSTOMER SERVICE is designed to enable **supervisors and managers** to review the effectiveness of customer service in their organization to improve the quality of customer service. The program provides the tools which to measure and evaluate the quality of service in your organization, and the techniques and systems to apply to mobilize your team to delight, retain and acquire new customers for your organization.



LEARNING FORMAT

The program is delivered through:

- **Online Learning** through the Global E-Learning Portal (participants have access to the portal for **6 months** from the date of registration).
- **Assessment** comprising short on-line quizzes for each course. **No formal written assessment is required.**
- Participants must complete **all 5** of the courses in the program to qualify for the certificate.
- Each course takes approximately **20 hours** to complete.
- **Tutor Support** is available through email, web conferencing and phone, throughout your program.

CERTIFICATION

On completion of the program, all participants will be sent a Global Management Academy parchment Certificate,

ILM QUALIFICATIONS

Candidates can elect to upgrade their Global Certificate to an ILM qualification by completing written assignments for each of the courses in the program. Contact us for more information.

PROGRAM CONTENT

Your program comprises 5 courses:

PROGRAM CONTENT	
Course 1	MEETING CUSTOMER NEEDS Understanding Customer Service Knowing your Customers Knowing Customer Needs Meeting Customer Needs Exceeding Customer Expectations Knowing Customer Legal Rights Using Customer Feedback
Course 2	MANAGE SERVICE QUALITY Understanding Service Quality Developing Service Standards Measuring Customer Satisfaction Monitoring Service Quality Evaluating Service Quality Improving Customer Service Service Level Agreement
Course 3	MANAGING COMPLAINTS The Importance of Complaints Resolution Resolving Customer Complaints Solving Customer Problems Working with Difficult Customers Dealing with Angry Customers Managing Service Recovery Complaints Policy and Procedures
Course 4	LEADING A CUSTOMER SERVICE TEAM Defining Team Effectiveness Creating a Shared Service Vision & Purpose Creating a Service Focused Team Building a Cohesive Service Team Motivating your Team Goal Setting and Motivation Setting High Expectations The Team Performance Plan Communication and Service Culture Developing the Team
Course 5	MANAGING CUSTOMER RELATIONS The importance of Customer Loyalty The Customer-focused Business CRM and Marketing CRM and Sales Key Account Management CRM and Customer Service The Supply Chain and CRM CRM and ERP Systems Getting the best out of CRM