



### Workshop on Customer Relationship Management (CRM) Best Practices

March 3 – 7, 2025, 1<sup>st</sup> Run: Lagos & Port Harcourt

August 25 – 29, 2025, 2<sup>nd</sup> Run: Lagos & Abuja

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N300, 000 per Participant

For online: Delivery via Zoom

Online course fee: N250, 000 per Participant

Available for In-plant Training

700 U\$D for foreign  
Participants

#### Program overview

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer life cycle, with the goal of improving customer service relationships and assisting in customer retention and driving sales growth. Maintaining outstanding customer relationship that makes the customer feel important and valued is an essential component to the organization's long-term success. Providing outstanding customer service often makes the difference between gaining and keeping a customer or losing one. This training program offer participants the tools and techniques to build and maintain beneficial relationships with customers, to make them become loyal supporters of their organization. It also analyses the key components of CRM and explains how it is integrated within an organization.

#### For whom:

This program is designed for anyone in the organization who needs to build effective relationships with external and internal customers. This includes help desk, technical support, and frontline or support staff. This course will also be of interest to managers and team leaders wishing to coach and develop staff performance toward a customer-focused culture.

#### Learning objectives:

At the end of the course, participants will be able to:

- list and explain the terms and benefits of CRM;
- explain the different components of a CRM plan;
- identify how CRM creates value for organizations and customers;
- adopt techniques that routinely deliver positive customer service;
- maximize the value customer interactions brings to their organizations;
- effectively handle difficult customers and turn complaints into opportunities;
- develop a customer-centric culture to achieve greater growth and customer satisfaction; and
- demonstrate a positive, confident and professional approach with internal and external customers.

#### Course outline:

##### DAY 1: Customer Relationship Management: Why it matters?

- Developing a relationship of mutual trust
  - Calculating the lifetime value of your customer
  - Exceeding customer expectations
  - Creating the Customer Experience
    - Presenting a positive first impression
- Identifying the differentiators of excellence
  - Taking responsibility for demonstrating customer care
- Fostering long term relationship,
  - Adopting a positive mental attitude
  - Small actions that ensure attention to detail

##### DAY 2: Communicating Effectively with the Customer

- Developing excellent communication skills

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- Establishing rapport with your customer
- What you say and how you say it
- Verbal and vocal techniques that work
- Matching words with non-verbal communication
- Adopting a problem-solving approach
  - Using active listening skills, employing questioning techniques
  - Using team approach with the customer
- Achieving results for the remote customer
  - Applying best practices in call centre etiquette
  - Top tips for e-customer care

#### **DAY 3: Dealing Constructively with Tough Situations**

- Calming upset customers with active listening
  - Demonstrating emotional intelligence and displaying empathy
  - Establishing rapport and diffusing anger
- Techniques for dealing with difficult people
  - Remaining objective in challenging situations
  - Asserting your position through polite repetition
  - Handling the obstinate customer
- Transforming complaints into opportunities
  - Generating useful feedback and learning
  - Turning a negative situation into a loyal customer

#### **DAY 4: Contributing to a Customer Service Culture**

- Demonstrating leadership in customer service teams
  - Influencing a customer-centric culture
- Measuring customer satisfaction
  - Setting and monitoring performance standards
  - Tracking progress with internal indicators
  - Enabling customers to express satisfaction
  - Constructing a customer service charter
- Monitoring the team's development
  - Seeing customer service as an attitude, not an accident
  - Coaching your team for success

#### **DAY 5: Making Excellence a Habit**

- The Characteristics and best practice of excellence
- “Sharpening the saw” to hone your customer service skills
- Projecting a professional image with internal and external customers
- Creating a service centered action plan (SCAT)
- Understanding organizational goals

#### **Training Methodology**

Lectures, discussions, exercises, and case studies will be used to reinforce these teaching/learning methods.

#### **LOCATIONS**

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

**Open Course Fee: N300, 000**  
In-plant Fee Negotiable

#### **WORKSHOP FEE:**

**N300, 000 per participant, VAT –N22, 500**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814  
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