

# Management of Customer Relationship Management

## Objective

- Importance of Customer Relationship
- Customer Life Cycle
- Psychology of Customer Needs
- How to Select Potential Customer to Speed Up the Business
- How to Enhance the Customer Loyalty Effectively
- Enhance the Customer Experience for the Customer Satisfaction
- How to Win Back the Lost Customer

## Outlines

### Module 1: Analysis of Customer Needs

- Organization needs
- Personal needs
- Decision process of needs satisfaction

### Module 2: Development of Customer Relationship

- Market analysis and identify potential customer
- Selection of Prospect
- How to develop the new customer

### Module 3: Customer Loyalty Management

- Traditional concept
- Challenge of traditional concept
- New concepts and opportunities of customer service
- Four principles of new concept
- Activity: 10 customer problems

### Module 4: Resolve the Root Problem

- Challenge of customer service
- Customer want and hidden needs
- Analysis of customer hidden needs
- Activity: How to avoid the potential problems

#### Module 5: Enhance the Customer Experience

- Opportunity and payback of customer experience
- Avoid to say “No”
- To show our sincerity
- Treat customer differently on their social style
- Activity: Analysis own social style and role play

#### Module 6: Win-back Lost Customer

- Why lost?
- The reasons
- How to win-back

Training period: 1 day