

Customer Interaction Skills

Purpose of the Course:

- Principles of customer interaction Skills
- Effective communication skills
- Establishing a positive relationship with customers
- Managing expectations with customer
- Building trust

Structure of the course:

Sessions are interactive and challenging. They include lectures, discussions, and practical exercises (simulations).

The syllabus is for a 2 day workshop.

Course Syllabus:

Customer Interaction Skills Course Syllabus

No.	Subject	Content	Hours
1.	Introduction	<ul style="list-style-type: none"> Principles of Customer Interaction Skills 	2
	Interacting With Customers	<ul style="list-style-type: none"> Do's and Don'ts in customer interaction 	2
2.	Customer Interaction Planning	<ul style="list-style-type: none"> Goal Planning Goal Definition -Measurable Goals Prioritization Activity Planning 	2
	Practical Customer Interaction	<ul style="list-style-type: none"> Interacting with the Customer Activity simulation samples with the customer 	2

3.	Building Trust	<ul style="list-style-type: none"> • Elements of trust – Who do we trust and why? • The importance of trust in a customer – vendor relationship • Rules of building trust • Building trust – Long term aspects • Building trust – Short term activity 	2
	Practical Customer Management – Building Trust	<ul style="list-style-type: none"> • Interacting with Customers • Building Trust Simulation 	2
4.	Customer Expectation Management	<ul style="list-style-type: none"> • Managing Customers Expectations • Expecting the unexpected 	2
	Crisis Management and Managing Expectations	<ul style="list-style-type: none"> • Understanding the Expectations Gap • Managing the Expectations Gap • Understanding controlled crisis dynamics • Managing Controlled crisis • Managing Uncontrolled crisis 	2