



## Customer Relationship Manager Certificate

Clients are demanding personal service and our "Customer Relationship Manager Certificate" will teach your employees how to Enhance the critical conversation skills of personal bankers- Presence, Relating, Listening, Questioning, Positioning and Checking.

**Original Price: - USD 499**

- **Customer Support**  
**Duration 30 Min**

**Code: 50120**

This course teaches you to use the power of the Internet to better support customers during the sales process and to increase customer satisfaction. You will learn about personalization techniques that permit firms to offer highly customized and individualized products and services. You will learn how to implement personalization for your company and to calculate the value it produces. The course also explains how a company can use Web enhancements to increase customer retention and loyalty, and to improve its best practices. This course will take approximately 30 minutes to complete.

- **Customer Support Online**  
**Duration 45 Min**

**Code: 50121**

This course will teach you the important elements of effective interactivity. This includes user online behavior, choice, and demographics. You will learn how individuals on the Web demand customization and personalization. The course makes you aware that sensitivity to language and culture are important on the Net, and stresses the importance of the demographics of computer access. You will learn how effective interactivity facilitates online relationship building. This course will take approximately 45 minutes to complete.

- **Customer Loyalty Improvement**  
**Duration 45 Min**

**Code: 50122**

This course will provide employees and managers with a basic understanding of and tools for building customer loyalty. It covers basic principles and approaches to dealing with customers and creating loyal, repeat customers. This course will take approximately 45 minutes to complete.

- **Developing Strong Customer Relationships**  
**Duration 60 Min**

**Code: 50123**

Your customers will make you or break you, and developing relationships is the bottom line. Find out how you can provide consistent and legendary customer service to maintain your competitive position. This course will take approximately 60 minutes to complete.

- **Handling Difficult Customers**

**Duration 60 Min**

**Code: 50124**

Today's information-age customers are the most informed and demanding shoppers ever. For a service representative, meeting the demands of one of these savvy customers can be a customer service nightmare! Taking this course will wake you from the nightmare and show you how to calm angry customers and resolve their complaints while keeping your cool. This course will take approximately 60 minutes to complete.

- **Helping and Keeping Clients**

**Duration 30 Min**

**Code: 50125**

Each client that approaches you is looking to be helped in some way. If you are able to determine the needs of that client, you will likely be able to provide quality service. And once a client knows that you are committed to meeting their needs, they will likely continue to turn to you in the future, and you will have taken a significant step towards building a long-term and productive relationship. This course will take approximately 30 minutes to complete.

- **Providing Service Excellence**

**Duration 30 Min**

**Code: 50127**

The secret to really good service is to treat your customer the way you would want to be treated. So, why is it so hard to find in today's world of business? In our new economy, with all the technological tools in our hands, customer service should be easy to deliver. But customer service cannot be fully automated; it has to happen with and between people. And, even though we know when we receive good customer service, it is hard to define or to quantify. In this course, we will look at the value of customer service and how to implement it in organizations. Customer service is a cornerstone of any business and every employee can make a difference. This course will take approximately 30 minutes to complete.

- **Practice Active Listening**

**Duration 30 Min**

**Code: 50128**

How often have you attended a meeting and walked away without a clear recollection of what was discussed? You might have heard what was being said, but you weren't really listening. And that's the problem. Active listening is a skill that few of us possess, but it is a skill that is worth learning because it will improve your ability to provide quality service to your customers. This course will help you improve your listening skills by explaining the difference between hearing and listening, and by outlining the steps involved in becoming an active listener. This course will take approximately 30 minutes to complete.

- **Communication Styles**  
**Duration 60 Min**

**Code: 50129**

Communication is one of the most important functions of any company. Each company needs to communicate internally with all levels of employees, and externally with clients, stakeholders, suppliers, and the general public. The better your communication skills – both internally and externally – the better able you and your company will be at providing quality service. This course will walk you through many techniques that will improve your ability to communicate effectively. This course will take approximately 60 minutes to complete.

- **We Have What They Need**  
**Duration 45 Min**

**Code: 50148**

This course focuses on the products and services we use to keep our customers happy. You will explore a powerful concept or helping the institution expand its customer relationships – the Customer Pathway. Then you will learn about the language of features and benefits so that you can better communicate the value of the institution’s offerings. This course will take approximately 45 minutes to complete.

- **Only A Minute?**  
**Duration 45 Min**

**Code: 50149**

Many of us chose to work in financial services because we enjoy other people. People in our sector are often known for their friendly, service-minded attitudes. We are proud of our long-term employees, our community involvement and our relationships with customers. This course will focus on relationships with customers. We will look at how we can use our relationships with customers to distinguish our institution from competitors and cultivate loyal, long-term customer relationships. This course will take approximately 45 minutes to complete.

- **More Time to Focus**  
**Duration 30 Min**

**Code: 50150**

In this course, we will focus on longer, more comprehensive transactions with our customers. In these longer transactions, we have more time to explore and meet the customer’s needs. We can be reassured the institution is doing all it can for its customers. A substantial part of providing good service in longer transactions is educating our customers about our products and services and how they can help them. This course will take approximately 30 minutes to complete.

- **Meting Customer Needs with Teamwork**  
**Duration 30 Min**

**Code: 50151**

Exceptional service requires more than just strong individual performance. Great customer service requires that we work as a team! As the title suggests, this course will help us sustain high-quality service across all departments, jobs and roles in our institution. We will start by discussing the

importance of teamwork. Then we will examine the concept of continuous service. We will look at how to build better teams, and develop a model for making referrals within our institution. Finally, we will review the importance of supporting and reinforcing our customers' decisions. This course will take approximately 30 minutes to complete.

- **Exceeding Customer Expectations**  
**Duration 45Min**

**Code: 50152**

This course continues the emphasis on teamwork to provide exceptional service and respond to customer problems in a way that will increase customer loyalty and retention. Providing exceptional customer service is an ongoing process of uncovering and resolving problems. This is not a one-time event, but an ongoing journey. In other words, the new skills we have learned in this course need to become a habit for everyone in the institution. This course will take approximately 45 minutes to complete.

- **Communication Basics**  
**Duration 60Min**

**Code: 50014**

You're convinced that you said it clearly, but the person you were talking to just didn't seem to get it. You might as well have been speaking two different languages. Learn the basics of effective communication and you can be on your way to having greater confidence in your ability to make sure that your messages are understood. This course will take approximately 60 minutes to complete.

- **Presentation Skills**  
**Duration 60 Min**

**Code: 50015**

One of the biggest fears for managers and others is speaking in public. You will receive worksheets and checklists to help you plan and present your remarks for the most impact, and you will learn how to deal with the anxiety that so often accompanies such assignments. The course includes tools and techniques to help you determine what the audience wants and needs, methods to gauge their needs, and a structure for organizing and formatting a good presentation. This course will take approximately 60 minutes to complete.

- **Email Etiquette**  
**Duration 45 Min**

**Code: 50016**

The World Wide Web and email technology have changed the way we communicate. Email offers a clear business advantage, speeding up transactions and long distance discussions. In the past few years, email has become the communication medium of choice in the office, replacing the phone and one-on-one contact. Email etiquette or protocol is the unwritten rules of email messaging. These rules help to improve communication, resulting in more effective emails. This course will provide you with the most up-to-date information on email etiquette and give you the skills to communicate effectively using email. This course will take approximately 45 minutes to complete.

- **Writing Effective E-Mails**  
**Duration 60 Min**

**Code: 50017**

In many corporations e-mail is widely depended upon as the first form of communication. The simplicity and speed, which makes e-mail such an effective form of communication, can also lead to poor communication. The course includes a case study of how a technical support representative improves the effectiveness of their e-mail contact with a customer. There are job aids for writing effective e-mail that are printable and can be downloaded. This course will take approximately 60 minutes to complete.

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