



# Customer Relationships... that last!

**How can you achieve the sort of incomparable customer service that sets you apart from the crowd?**

**How can you convey a one-of-a-kind company image that gives you an edge over the competition?**

**How do you bridge the gap between 'customer satisfaction' to 'customer preference'?**

## **Who can benefit:**

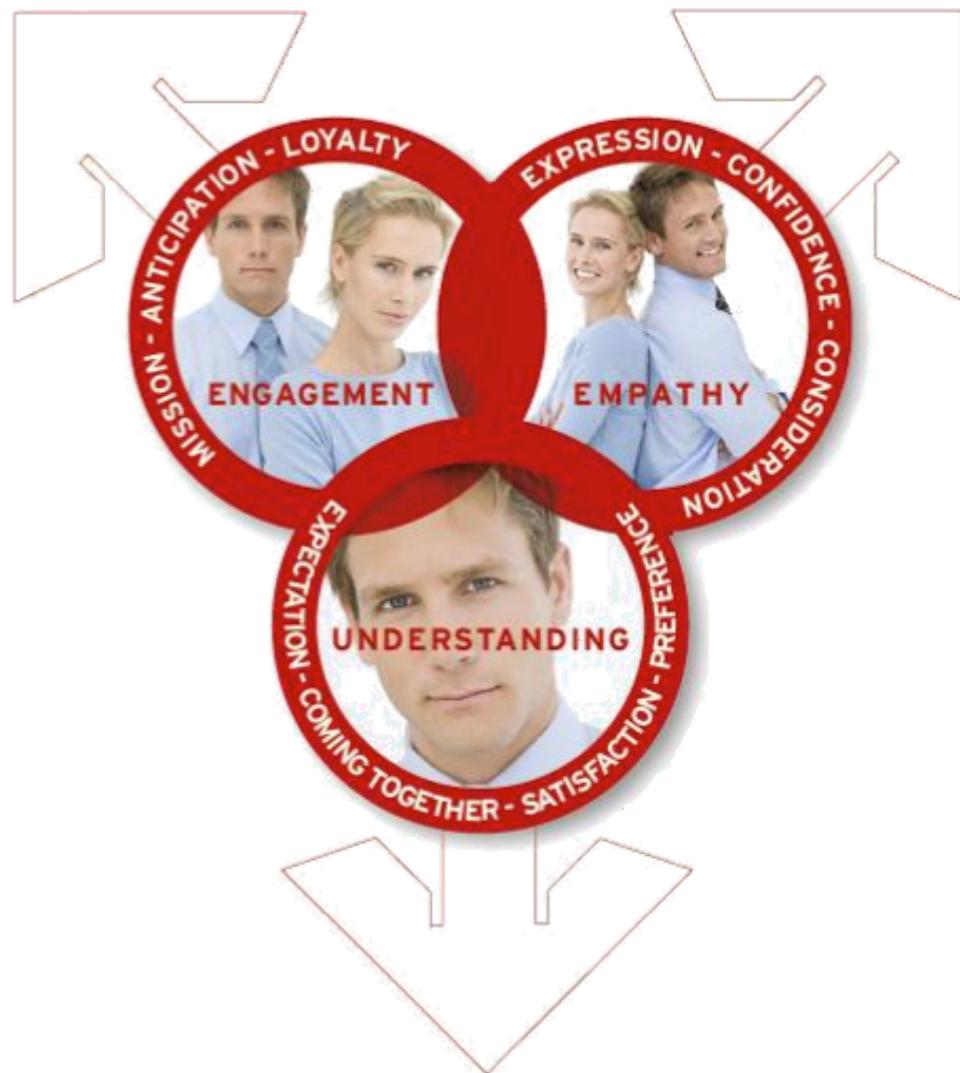
- Anyone who has direct contact with customers, either face-to-face, by phone or in writing, from pre-sales to after-sales.

## **If you want to...**

- **Understand** the factors that generate customer loyalty
- **Understand and overcome** hurdles in your relationships
- **Invest** in empathetic relationships
- **Combine** influencing with respect for the customer
- **Turn** each key contact into a loyal relationship
- **Focus** on personal qualities for successful customer relationships

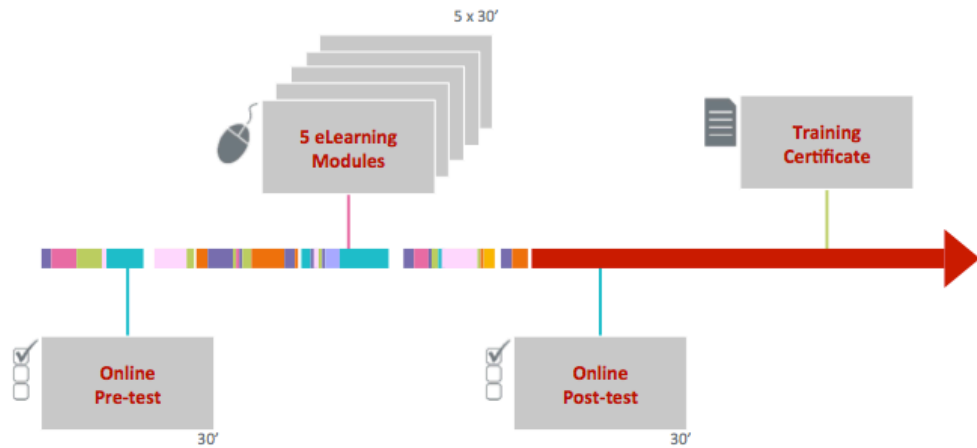
**...Then this course is for you.**

## Model which guided the course design



- 1) **Understand** how to adapt to each customer and each type of contact
- 2) **Empathise** with your customers to build understanding relationships
- 3) **Engage** with the customer to create a lasting impression of efficacy and influence

## Your training path



## Knowledge self-assessment

### Customer relationship: the stakes

#### eLearning module 1

- Criteria for assessing customer satisfaction.
- Differentiating between customer satisfaction and customer preference.
- Identifying true exchanges with customers.
- The key emotions in creating customer loyalty.
- Managing the emotional aspect successfully.

### Developing loyalty through customer relationships

#### eLearning module 2

- Focusing on customer satisfaction to develop loyalty.
- Understanding the levers of customer preference.
- Managing situations of dissatisfaction.
- Advising customers wisely to win repeat business.

# Your training path (continued)

## **Customer relationship: building trust**

### eLearning module 3

- Identifying the challenges of contact with customers.
- Enhancing your interpersonal relationship skills.
- Establishing close communication with customers.
- Preserving relationships in difficult situations.

## **Customer relationship: practicing active listening**

### eLearning module 4

- Encouraging the expression of customer needs.
- Asking the right questions.
- Overcoming obstacles to mutual understanding.
- Showing empathetic listening using the appropriate techniques.

## **Customer relationship: reaching agreement**

### eLearning module 5

- Using customer needs to support your argument.
- Focusing on benefits for the customer.
- Using service-oriented vocabulary.
- Winning customer loyalty despite difficulties.

## **Progress self-assessment**

### Personalized support throughout your course

- You can track your progress through the course on the web platform
- A technical hotline is available weekdays to make sure your course runs smoothly: [elearning@cegos.ch](mailto:elearning@cegos.ch)

### Evaluation and Certification

#### Evaluation

##### Online pre-test: diagnostic evaluation before the eLearning modules

- 10 random questions from all the eLearning modules to diagnose previous knowledge. Can only be taken once. Results do not count.

##### Online post-test: final evaluation after the eLearning modules

- 10 random questions from all the eLearning modules to assess the achievement of the learning outcomes. Can be taken many times and records the best score.

#### Certification

In order to obtain your training certificate, you must complete all the eLearning modules and obtain **a score of at least 80%** on the online post-test.

