

IFF CV 105/ EN

CUSTOMER RELATIONSHIP



TARGET AUDIENCE

Front-line staff, managers and supervisors.



GOALS

- Understand the dimensions of the customer relationship and adjust your posture during interventions with clients
- Support the development of relationships skills of the team



PREREQUISITES

Have a professional experience related to customers.



EDUCATIONAL MODALITIES

Scenarios, exercises and case studies, test assertiveness and interrogative questions.



DURATION: 2 Days



PROGRAM

- Identify the basic concepts of service production (servuction)
- Identify the components and characteristics of the servuction
- Know the challenges of customer satisfaction and the impacts of customer relations on satisfaction
- Understand the principles and components of interpersonal communication
- Identify the psychosociological, intellectual and physical communication
- Identify the four dimensions of the customer relationship: adjust, value, dare, assert oneself and the means to achieve it
- Define the notion of assertiveness in customer relations

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **No**