

## “Customer Relations and Services”

### Training Module Objectives

#### For the company:

- Enhance the customer relations and services quality approach.
- Increase loyalty through customer satisfaction by bringing greater added value to services.
- Standardize practices by implementing quality procedures or charters.
- Professionalize practices (over the phone or face to face).
- Provide support to teams faced with difficult customers or incivility.

#### For participants:

- Develop know-how and social skills in establishing contact and customer services.
- Enhance positioning in customer relations.
- Learn customer relations techniques (telephone, face to face...).
- Adopt new practices and values.
- Manage priorities, stress, conflict and psychosocial risk.

### Teaching Method

The teaching method is based both on theoretical input and practical exercises.

The emphasis is placed on know-how and social skills with the aim of a professional application for the trainees (case studies, role-playing...).

The tools passed on to the trainees are drawn from management, sales, marketing and clinical psychology (interpersonal communication).

### Participants

**Target audience:** “front desk” staff and, more generally, all staff members dealing with customers (**face to face or over the phone**).

**Number of participants:** groups of 1 to 12.

### Duration

**Basic module:** 2 days (basic principles and tools).

**Complete module:** 4 days (includes specialist content and intensive practical application: role-playing, video...).

### Location and Teaching Materials

**Location:** at your premises or an off-site location in the city of your choice.

**Materials:** room with white board, eraser, marker pens, camera, TV (provided by you or us).

### Cost

**Teaching fees & expenses:** price on request.

**Please contact us for a detailed solution tailored to your needs.**

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