



PRESENTS

# CUSTOMER RELATIONSHIP MANAGEMENT




### *Testimonial from the previous course:*

- *This type of program should be provided not only to the customer care staff but also to all department staff.*
- *Overall it was extraordinary. CRM is all about helping us to solve problems relating to customer activities and its management. Such training is very essential as we all have played the role of a customer at some point of time.*
- *The workshop was delightful and I would like to recommend this workshop to all my colleagues.*
- *First of all training given by Ms. Euden Koirala added a lot more knowledge to our experience. It was my pleasure attending such an innovative program by some kind of highly knowledgeable and experienced personnel.*
- *I personally felt very lucky to be part of such a fantastic program.*

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## Course Outline

|                   |   |
|-------------------|---|
| Level             | Low to middle level   |
| Duration          | 1 day   |
| Target Audience   | Customer Service Department.  |
| Program Takeaways | To provide knowledge about importance of the customer.  |
|                   | To make familiar about the expectations of the customer   |
|                   | To motivate staffs for better performance in customer dealing   |
| Contents          | Who are customers?  |
|                   | What does he expect?  |
|                   | Why does he leave?  |
|                   | Types of customers?   |
|                   | What is good customer service?  |
|                   | Why good customer service?  |
|                   | Challenges faced by customer service providers?   |
| Program delivery  | Lecture, Discussion/interaction, case-studies, role plays, quiz.  |
|                   | (Early Bird till 31st Aug, 2015)  |
| Date              | 5 <sup>th</sup> Sept, 2015    |
| Time & Venue      | 7:30am to 2:00pm (Hotel Royal Century, Narayanghat)   |
| Facilitator       | <p>Details of Facilitator/s<br/> <i>Ms. Euden Koirala</i><br/> <i>Work Experience</i><br/>                     Worked in SCB Nepal for 9 years in various departments like Customer Service, Cash &amp; Remittance, Trade Finance &amp; Lending<br/>                     Currently in Laxmi Bank for 10 years with experience in Branch Banking and currently undertaking the responsibility of Credit Operations, IT Operations, Trade Operations, Cash Operations, CDD Operations and Centralized Account Services as Head Operations &amp; Service Excellence<br/> <i>Added qualifications</i><br/>                     Diploma in Marketing of Services from Maastricht School of Management, Netherlands<br/>                     Diploma in Quality Control Management from Japan<br/>                     Certification in High Impact Train the Trainer provided by SMR Group, Malaysia</p> |

### Terms and Conditions

**Fee/ Charges :**

1. Cancellation/ withdrawal of participants must be done 24 hours prior to start of the program. If participant does not attend the program without cancellation, full charge shall be levied to the client.