



PRESENTS
CUSTOMER RELATIONSHIP
MANAGEMENT



Background

While customer relationship always remains the main factor influencing any business because the way an employee interacts with an existing or a potential customer can either make or break a deal in any business. The objective of the session/workshop is to improve the engagement level of employees towards attaining their individual as well as organization's common goals. It is expected to improve communication, listening and responding skills thereby leading in customer satisfaction, Customer retention and increasing customer loyalty.

Program Details:

Date & Time: 1st April, 2023 (9.00am -4.15pm)

Duration: 4 Sessions (1 session=1.5hrs)

Venue: NBI Hall, Kathmandu

Course Outlines

Program takeaways	<ul style="list-style-type: none">• Develop a better understanding of the importance of serving Customers.• Identify the gaps in providing better service and meeting the customer's expectations.• Learn to effectively handle communication between the customer, thus improving the standard of service delivery.• Plan for better Customer Loyalty.• Understand the importance of team work in serving and maintaining better relations with customers.
Contents	<ul style="list-style-type: none">• Understand your customers & their expectations.• Effective First Impression – The Moment of Truth.• The Power of Communication.• Perception.• Handling complaints.• Customer Retention.• Telephone as a powerful communication tool.• Handling the frustrated customer.• Team building.
Program Delivery	<ul style="list-style-type: none">• PPT, Lecture, Role Play, Case Study.

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Trainer's Profile

Ms. Euden Koirala

Work experience:

- Currently in Water Aid UK as People and Organizational Development Manager.
- Previously worked as Head Operations and Service Excellence and several other areas at Laxmi Bank for 12 years.
- Additionally worked in Standard Chartered Bank for 10 years.

Added qualifications:

- Certified NLP Practitioner from ANLP India.
- Diploma in Quality Control Management from Yokohama, Japan.
- Diploma in Marketing of Services from Maastricht School of Management, Nether-

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