



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.*

## **NATIONAL BANKING INSTITUTE LTD.**

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## Course Outline

Background	The banking & financial institutions in Nepal has seen exponential growth. The competitive market has stretched the limits of customer numbers. To tackle these issues, excellent customer service and innovative marketing of one's banking products becomes essential. With this in mind NBI brings to you "Customer Relationship Management". This program aims to deliver the best course content with consultation with the industry experts.
Level	Junior to mid level
<b>Duration</b>	1 day
<b>Target Audience</b>	Frontline employees & those coming in direct contact with customers
Program Takeaways	<ul style="list-style-type: none"> <li>• To provide knowledge about importance of the customer.</li> <li>• To understand the expectations of the customer</li> <li>• To equip staff to efficiently handle the customer understanding his/her needs</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• Understanding the customer</li> <li>• <b>Understanding the customers' needs &amp; expectations</b></li> <li>• Understanding the different types of customers</li> <li>• Factors to providing better customer service</li> <li>• Challenges faced in the industry</li> <li>• Understanding the importance of Team work</li> <li>• Importance of Communication</li> </ul>
Program delivery	<b>Lecture, Discussion/interaction, case-studies, videos, role plays, quiz.</b>
<b>Date</b>	31st December 2016
<b>Time &amp; Venue</b>	Hotel Snowland, Pokhara, 7:00am to 1:30pm
Facilitator	<p>Details of Facilitator/s</p> <p><i>Ms. Euden Koirala</i></p> <p><i>Work Experience</i></p> <ul style="list-style-type: none"> <li>• Worked in SCB Nepal for 9 years in various departments like Customer Service, Cash &amp; Remittance, Trade Finance &amp; Credit</li> <li>• Worked in Laxmi Bank for more than 12 years with experience in Branch Banking and undertaking the responsibility of Branch Operations and Centralized Operating Units as Head Operations &amp; Service Excellence</li> </ul> <p><i>Added qualifications</i></p> <ul style="list-style-type: none"> <li>• Diploma in Marketing of Services from Maastricht School of Management, Netherlands</li> <li>• Diploma in Quality Control Management from Japan</li> <li>• Certification in High Impact Train the Trainer provided by SMR Group, Malaysia</li> </ul>

### 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.

# Itinerary

Time & Session	Details
7:00am to 7:10am	Ice Breaker
Session I 7:10am to 8:30am	<ul style="list-style-type: none"><li>• Understanding your customers</li><li>• Understanding their expectations</li><li>• Challenges faced by customer service providers</li></ul>
8:30am to 8:45am	Tea/ Coffee Break
Session II 8:45am to 10:15am	<ul style="list-style-type: none"><li>• Factors contributing to providing better customer service</li><li>• Activity – importance of Teamwork</li><li>• Briefing for role play</li></ul>
10:15am to 10:45am	Lunch Break
Session III 10:45am to 12:00pm	<ul style="list-style-type: none"><li>• More factors contributing to better customer service</li><li>• Activity - Communication</li><li>• Role play – recap</li></ul>
12:00pm to 12:15pm	Tea/ Coffee Break
Session IV 12:15 pm to 1:30pm	<ul style="list-style-type: none"><li>• Case study - recap</li><li>• Recap discussions</li><li>• Service Oath- activity</li></ul>