



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 are 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 same kind of highly knowledgeable and experienced personnel.
- I personally felt very lucky to be part of such a fantastic program.

**NATIONAL BANKING INSTITUTE LTD.**

Central Plaza, 6<sup>th</sup> Floor, Narayanchour, Naxal, Kathmandu, Nepal.  
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## Course Outlines

Program takeaways	<ul style="list-style-type: none"> <li>• Develop a better understanding of the importance of serving Customers.</li> <li>• <b>Identify the gaps in providing better service and meeting the customer's expectations.</b></li> <li>• Learn to effectively handle communication between the customer, thus improving the standard of service delivery.</li> <li>• Plan for better Customer Loyalty.</li> <li>• Understand the importance of team work in serving and maintaining better relations with customers.</li> </ul>
Contents	<ul style="list-style-type: none"> <li>• Understand your customers &amp; their expectations.</li> <li>• Effective First Impression – The Moment of Truth.</li> <li>• The Power of Communication.</li> <li>• Perception.</li> <li>• Handling complaints.</li> <li>• Customer Retention.</li> <li>• Telephone as a powerful communication tool.</li> <li>• Handling the frustrated customer.</li> <li>• Team building.</li> </ul>
Program Delivery	<ul style="list-style-type: none"> <li>• PPT, Lecture, Role Play, Case Study.</li> </ul>
Details of Facilitator	<p><i>Ms. Euden Koirala</i></p> <p><i>Work experience:</i></p> <ul style="list-style-type: none"> <li>• Currently overseeing the responsibilities of Branch Operations and other Centralized Operating Units as Head Operations and Service Excellence at Laxmi Bank since 12 years.</li> <li>• Additionally worked in various departments of Standard Chartered Bank for 9.5 years.</li> </ul> <p><i>Added qualifications:</i></p> <ul style="list-style-type: none"> <li>• Certified NLP Practitioner from ANLP India.</li> <li>• Diploma in Quality Control Management from Yokohama, Japan.</li> <li>• Diploma in Marketing of Services from Maastricht School of Management, Netherlands.</li> <li>• Certified High Impact Train the Trainer from SMR Group, Malaysia.</li> </ul>

### NBI Terms and Conditions

**Fee/ Charges :** Cancellation/ withdrawal of participants must be done 24 hours prior to start of the program. If participants does not attend the program without cancellation, full charge should be levied to the client.

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## Program Itinerary

Time & Session	Details
Session I 7:00am to 8:30am	<ul style="list-style-type: none"><li>• Ice Breaker.</li><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
Session II 8:45 am to 10:15 am	<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 11:00am	Lunch Break
Session III 11:00am to 12: 30 pm	<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>
12:30pm to 12:45pm	Tea Break
Session IV 12:45pm to 1:30pm	<ul style="list-style-type: none"><li>• Case study - recap.</li><li>• Recap discussions.</li><li>• Service Oath- activity.</li></ul>

**Facilitator:** Ms. Euden Koirala

**Venue:** Hotel Vishuwa, Birgunj

**Date:** 10th September 2016

**Target Group:** CSD, Operational Department

**Time:** 7 AM to 1: 30 PM

