



MARKETING
INSTITUTE OF
SINGAPORE

BUSINESS MANAGEMENT WORKFORCE SKILLS QUALIFICATIONS (WSQ)

Date:
15–16 Mar 2012
17–18 May 2012

Course Fee:
S\$800.00

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Managing Relationship with Customers for Organisational Growth

Why You Should Attend This Course:

As statistics show that it costs between 6 to 10 times more to recruit a new customer compared to persuading your existing customers to buy more, it makes business sense to focus on improving customer relationships. To do so, the short-term solution is to bind them with “loyalty” discounts. This helps but it costs money to do so.

This course shows you how to turn customers into “ambassadors” by winning their hearts as well as their heads. You will learn how great companies such as Harley-Davidson build communities with their customers with the result that their customers not only buy more Harley products but take pride in extending the Harley family by recruiting their friends and relatives to become Harley customers – and all for free!

Managing Relationship with Customers for Organisational Growth is a national competency unit from the Business Management (BM) Workforce Skills Qualifications (WSQ).

Learning Outcomes:

Upon completion, participants will gain the knowledge and skills to manage their customer more effectively. Competency elements covered in this unit includes:

1. Identify and assess customer expectations to meet customer needs.
2. Set customer service standards to ensure that customers receive a consistent experience.
3. Manage customer expectations to increase customer satisfaction.
4. Resolve issues in accordance with organisational procedures.
5. Maintain and improve relationships to enhance customer retention.

Course Outline:

Introduction and Overview

- Course objectives and components
- Assessment requirements

Identify and assess customer expectations to meet customer needs

- Categories of customer characteristics
- Identifying customers and their needs/expectations
- Assessment of customers’ expectations

Set customer service standards to ensure that customers receive a consistent experience

- Objectives of setting customer service standards
- Setting customer service standards
- Criteria for measuring customer service standards

Manage customer expectations to increase customer satisfaction

- Factors driving customer satisfaction
- Methods of gathering feedback from customers
- Feedback Mechanisms
- Loyalty Programmes

Resolve issues in accordance with organisational procedures

- Dealing with complaints – understanding the roles of complainant and organisation’s service representative
- Training Service Staff to handle both rational and emotional issues

Maintain and improve relationships to enhance customer retention

- Importance of building customer relationships
- Putting the pieces together in managing customer relationships for organisational growth

Review, Evaluation and Close



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Managing Relationship with Customers for Organisational Growth

Who Can Benefit?

Marketing, Sales and Relationship Managers, and other Level 4 executives who may go under various titles such as Sales Executives, Customer Relationship Managers/Executives/Supervisors or Public Relations Managers.

This course will also be useful for all Level 4 managers and executives from other functions such as Finance, Human Resource, Office Administration, Supply Chain, Manufacturing etc. who have internal customers who can influence the performance of their operation.

Learning Methodology

Participants will be assessed after they have been taught a particular competency through written assessment and oral interview. A Competent or Not Yet Competent assessment will be given at the end of each competency unit to confirm if participants have acquired the skills and knowledge of the subject.

Certification

Upon successful completion, participant will receive a Statement of Attainment (SOA) in BM WSQ Managing Relationship with Customers for Organisational Growth.

Course Fee Support

SDF & Absentee Payroll +	SDF	Absentee Payroll
WSQ Certifiable Courses for PMET level	50% of course fee capped at \$15/hr	80% of hourly basic salary capped at \$4.50/hr

Workforce Training Support (WTS) ^	SDF	Absentee Payroll
Earning \$1,400 and below per month	95%	95%
Earning between \$1,401 to \$1,700 per month	90%	90%

+ For employer-sponsored Singaporeans and PRs only.

^ For employer-sponsored Singaporeans aged 35 years old & above. A copy of WTS / WIS notification letter and NRIC is to be submitted at point of registration.

Course Duration

2 Days (18.08 hour)

Day 1 – 8:30am–6:30pm

Day 2 – 8:30am–6:35pm

This course will be conducted by subject matter experts who are fully ACTA certified by WDA.

WSQ Level Guide:

WSQ Level	Typical Responsibilities	Job Roles
6	Directs business strategies and endorses policies and plans	Chief Executive Officer, Chief Finance Officer, Chief Communications Officer, Chief Operating Officer, Chief Audit Executive
5	Provides input to and coordinates with leaders at Level 6, develops business strategies and plans, reviews and evaluates plans	Finance Division Head, Human Resource Director, Marketing Director, Project Sponsor, Vice President, Licensing Head
4	Implements and monitors organisational programmes and recommends solutions	Sales Manager, Finance Manager, Project Manager, Assistant Manager, Relationship Manager, Programme Manager, Research & Development Engineer
3	Executes plans, policies and procedures, applies knowledge of concepts and provides feedback	Finance Executive, Analyst, Associate, Project Lead, Project Executive, Team Leads, Junior Relationship Manager, Patent Engineer, IP Administrative Officer

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REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Managing Relationship with Customers for Organisational Growth <input type="checkbox"/> 15–16 Mar 2012 <input type="checkbox"/> 17–18 May 2012 (8.30am to 6.30pm) S\$800 (subject to 7% GST) Includes lunch & refreshments		<i>*Approved for SDF funding and Absentee Payroll</i> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

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