

## MONA SCHOOL OF BUSINESS & MANAGEMENT

THE UNIVERSITY OF THE WEST INDIES, Mona

### COURSE OUTLINE

Programme: Executive Development Courses

Course Title: Customer Service: New Perspectives & Customer Relations

Contact Hours: Six (6)

Learn the value of building relationships and creating lifelong customers versus a business built on one-off sales.

People prefer to do business with those they like, with persons and organizations that honour commitments and whose word they can trust. Yes, truly successful people build relationships with their customers. This however requires deliberate work – it takes time, commitment and it definitely, takes positive communication, but it is worth it. The benefits from these relationships with your customers will help your business grow and thrive.

This one-day course introduces you to relationship marketing and seeks to immerse you in content and scenarios that will add immediate value to you personally and most definitely to the customers and stakeholders in your current or prospective business. This taste of relationship marketing will place emphasis on examining good and bad relationship and character building scenarios and strategies.

#### CONTENT:

- Know your customers and their needs
- Customer-centric product development
- Building customer and brand loyalty or not
- Technology and relationship marketing

#### OBJECTIVES:

Upon completion of this workshop, participants should be able to:

- Know the value of relationship marketing to your customers
- Have a customer-centric mind-set and improve your interactions on and off the job
- Know some critical laws that lead to success in business and in one's personal relationships

**METHOD:**

Power-point presentations form the core of the workshop, followed by discussion, elaboration, handouts and exercises.

**EVALUATION:**

Evaluation may take the form of quizzes, individual or group exercises.