

Introduction to Account Management

Training Description

Introduction to Account Management is a customer relationship management course. Customer care is vital to any successful organisation, this course looks at current practice and explains how to set standards and develop best practise.

The Course Suits

This course is for those who wish to manage high levels of customer care through their teams. It will concentrate on the benefits of treating customers individually and how to manage this process.

Training Benefits

- An understanding of the value added by Good Customer care
- Knowledge of how to manage Good Customer Care
- An understanding of the need to set standards
- How to develop customer relationships from a business development perspective

Course Timetable

09:30 - 10:00 Coffee & Course Objectives

10:00 - 11:00 What is Customer Care and what is it's value?

11:00 - 12:00 An Introspective Look at Current Practices

12:00 - 13:00 Managing Good Customer Care

13:00 - 14:00 Lunch

14:00 - 15:00 Setting Standards to Maintain and Increase Profits

15:00 - 16:30 Communication. Asking Questions and Listening

16:30 - 16:45 Summary & Action Plans Agreed