



External Training Course

Improving Operational Performance and Productivity for Customer Management

From 19 Aug. To 23 Aug. 2024

From 21 Oct. To 25 Oct. 2024

From 09 Dec. To 13 Dec. 2024

NH Collection Milano, Milan, Italy

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External Training Course:

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Course Overview

This course is designed to equip participants with the skills and knowledge to enhance operational performance and productivity in customer management. It covers strategies for optimizing customer interactions, improving service delivery, and managing customer relationships effectively.

Key learning Objectives

Understanding the principles of customer management and operational performance.

Developing and implementing strategies for effective customer engagement.

Enhancing productivity through process improvements and technology adoption.

Measuring and analyzing customer management performance using KPIs.

Building and maintaining strong customer relationships.

Leveraging data analytics for customer insights and decision-making.

Managing customer feedback and handling complaints efficiently.

Course Format

Lectures and Presentations: Delivered by industry professionals and subject matter experts.

Workshops and Case Studies: Hands-on sessions to apply learned concepts.

Interactive Discussions and Q&A: Engaging sessions for deeper understanding and knowledge sharing.

Practical Exercises: Real-life scenarios to practice skills and techniques.

Course Outline

Introduction to Customer Management:

- Key concepts and importance of customer management.
- Role of customer management in organizational success.

Customer Journey Mapping:

- Understanding the customer journey and touchpoints.
- Techniques for mapping and improving the customer experience.

Operational Performance in Customer Management:

- Key performance indicators (KPIs) and metrics.
- Tools and techniques for monitoring and improving performance.

Process Optimization and Productivity Improvement:

- Identifying and eliminating inefficiencies in customer management processes.
- Best practices for process optimization.

Technology and Innovation in Customer Management:

- CRM systems and customer data management.
- Emerging technologies and trends in customer management.

Customer Relationship Building:

- Strategies for developing and maintaining strong customer relationships.
- Effective communication and engagement techniques.

Managing Customer Feedback and Complaints:

- Systems and processes for collecting and analyzing feedback.
- Techniques for handling complaints and improving customer satisfaction.

Data-Driven Decision Making:

- Utilizing data analytics to gain customer insights.
- Making informed decisions based on customer data.

Continuous Improvement and Best Practices:

- Implementing a culture of continuous improvement.
- Case studies and examples of successful customer management practices.

