

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

SEGMENT – SALES & MARKETING



Module 1: Starting With the "Right" Mindset

Module 2: Understanding customers' needs

Module 3: Effective Handling of Customer Complaints

Module 4: Managing "Tough" Customers

Module 5: Marketing Research

Overview

In the present challenging environment, the continuous change of customer preferences and the ubiquity of new products, no corporate company can afford to neglect its present customer base. It is said that it takes 5 times more effort, time and money to get new customers than to maintain existing ones. That is why, focus should be given to our existing customers.

**Get In
Touch!**

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Objectives

- build a healthy self-image of an achiever, to be competitive with self
- develop a systematic approach to managing customer complaints
- develop effective ways to handle "tough" customers
- conduct marketing research to determine customer satisfaction