

## Modules:-

**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**

# CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

COMFORI SDN BHD

## 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

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.