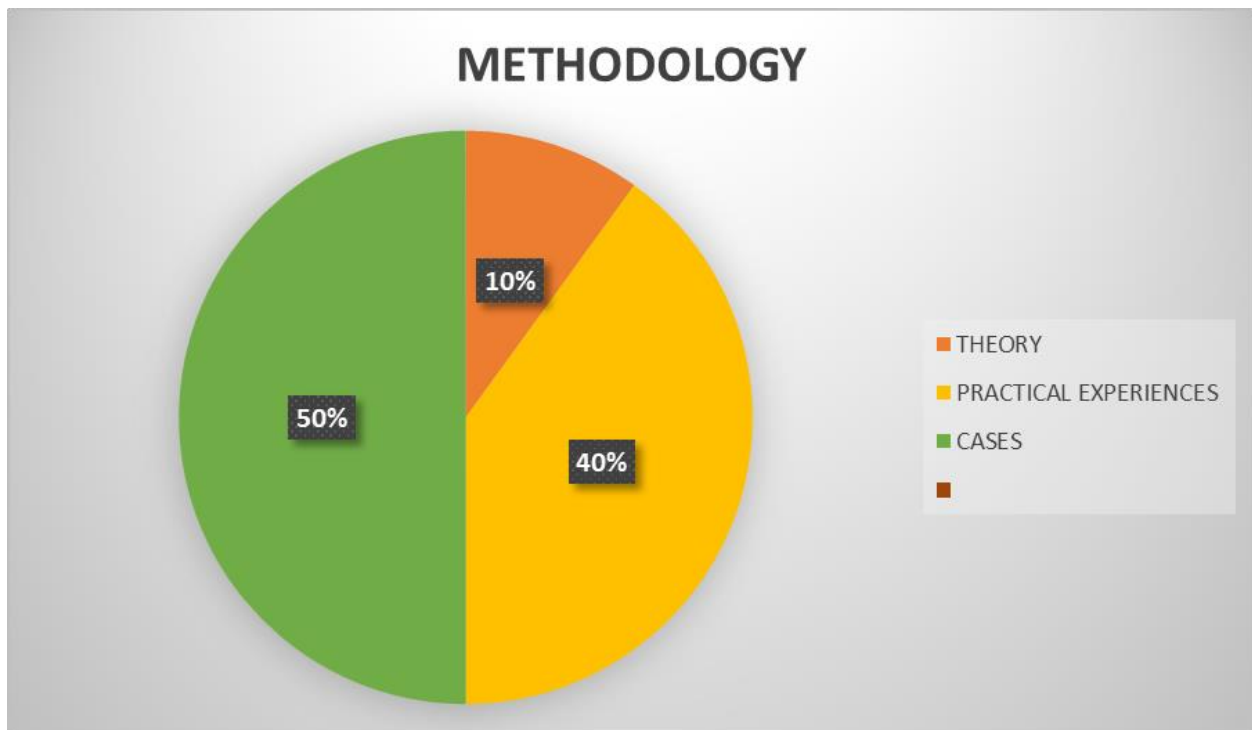


COURSE CURRICULUM FOR CUSTOMER SUCCESS MANAGEMENT

THIS MODULE HAS TOTAL 80 SESSIONS. THE MODULE WILL COVER 50 HOURS OF THE INTERACTIVE SESSIONS AND REST 30 HOURS OF THE LIVE PROJECTS AND PRACTICAL SESSIONS.

OBJECTIVES OF THE MODULE:-

- Understand Call Centre Specific Concepts: Comprehend the different types of stakeholders and their roles while gaining knowledge about products and services offered to customers.
- Attend/ make customer calls: Distinguish the various type of calls, working with CRM.
- Determining customer query, request, and complaint: Locate retail outlets with high footfall, to increase width of distribution, identify decision maker and seek permission to discuss value proposition.
- Develop customer relationship: Appreciate the concept of customer relationship, understand the requirement of customer categorization, customer feedback, customer satisfaction and its importance to learn the importance of introducing new products and services.
- Comprehend and initiate the importance of report and record: Recognize the role of key stakeholders and concept of documentation



This module is based on the case studies and the practical experiences.

MODULE:-1

INTRODUCTION TO CUSTOMER CARE EXECUTIVE

- What is customer service
- Growth in customer service
- Why customer is the boss
- Educating the role of a Customer Care Executive

SOFT SKILLS :-

1. **SELF AWARENESS,**
2. **IDENTIFYING STRENGTH AND WEAKNESS,**
3. **DEVELOPING CONFIDENCE,**
4. **SELF DISCIPLINE,**
5. **TELEPHONE ETIQUETTE,**
6. **WRITING LETTERS AND**
7. **E-MAILS**
8. **PERSONAL MISSION STATEMENT**
9. **DRAFTING YOUR PERSONAL MISSION STATEMENT**

MODULE:-2

INTRODUCTION TO INTERPERSONAL SKILLS

- Developing basic skills for communication and proper accent.
- Educating the basic concept of grammar, accent and slangs
- Developing manners and call etiquettes
- Learning the importance of educating the customer about new products and services and pitching them
- Understanding buying behavior and customer's history
- Developing technical skills for efficiency in typing, call logs
- Developing skills to maintain a healthy customer relationship

SOFT SKILLS:-

1. **UNDERSTANDING PERCEPTIONS,**
2. **GOAL SETTING**
3. **DEVELOPING POSITIVE ATTITUDE,**
4. **KNOWING YOUR PERSONALITY TYPES,**
5. **IN GROUP DISCUSSION**
6. **IN INTERVIEW**

MODULE:-3

INTRODUCTION TO TIME MANAGEMENT AND HANDLING CALLS

- Handling the queries of customer within specific period of time
- Understanding the requirement of the customer and providing appropriate solution • Tackling the calls with customers
- Understanding the call opening and closing procedure.
- Learning the importance of call categorization, requisite amount of information from the customer.

→ **FIRST PLACEMENT DRIVE BY THE COMPANIES**

MODULE:-4

INTRODUCTION TO MIS DOCUMENTATION AND REPORTING

- Educating the concept of excel and basic formulas for creating MIS.
- Understanding the basic process of documentation of all the queries related with customer like logins, information, feedback.
- Learning about different system of reporting and types.

SOFT SKILLS:-

1. **MOTIVATION**
2. **PERSONAL SWOT**
3. **EFFECTIVE COMMUNICATION**
4. **BARRIERS OF COMMUNICATION**
5. **STRATEGIC COMMUNICATION**
6. **BODY LANGUAGE**

MODULE:-5

INTRODUCTION TO FEEDBACK MECHANISM THEORY DURATION

- Making the candidate perceive the feedback procedures and mechanism

SOFT SKILLS :-

1. **LISTENING,**
2. **PRESENTATION SKILLS,**
3. **NOTE MAKING,**
4. **ASKING AND ANSWERING QUESTIONS**

PLACEMENT DRIVE

→ **FINAL PLACEMENT BY THE COMPANIES**