

# CPD Course in Customer Relations

Open Learning Programme Information

<p>Programme Information</p>	<p><b>Course Outline</b></p>	<p><b>Module A: Customer Care</b></p> <ul style="list-style-type: none"><li>• Why your firm needs customer care</li><li>• Why you need to do something about it</li><li>• Your plan of campaign</li><li>• Customer care skills</li><li>• Handling complaints</li></ul> <p><b>Module B: Customer Care on the Telephone</b></p> <ul style="list-style-type: none"><li>• Telephones – problems and opportunities</li><li>• Communicating on the telephone</li><li>• Telephone skills</li><li>• Telephone Reception Skills</li><li>• Dos and Don'ts on the telephone</li><li>• Handling problems and objections</li><li>• Controlling anger</li><li>• Dealing with criticism</li><li>• Handling complaints</li></ul> <p><b>Module C: Reception Skills</b></p> <ul style="list-style-type: none"><li>• The role of the receptionist</li><li>• Being a ambassador</li><li>• Receiving visitors &amp; guests</li><li>• Administration in reception</li><li>• Security &amp; safety</li><li>• Telephone Skills</li></ul>
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