Manage customer relationships

ICTCC330A

Ref No: DDICT330A

Elements of Competency	**Contribute to the meeting of customer needs** 1.1 Contribute to the dimensioning of customer needs 1.2 Apply enterprise policy when providing customer service 1.3 Apply enterprise priorities in customer dealings 1.4 Discuss problems encountered in meeting customer needs with team members 1.5 Refer or escalate customer inquiries where needs cannot be satisfied 1.6 Identify inconsistencies between enterprise policy and customer needs 1.7 Make recommendations for improvement of service to customers **Obtain feedback from customers** 2.1 Seek and encourage feedback from customers 2.2 Conduct customer satisfaction surveys 2.3 Gather and collate customer feedback data systematically 2.4 Report customer feedback to appropriate staff **Use customer feedback to enhance customer relationships** 3.1 Measure customer satisfaction data against previous results 3.2 Analyse customer feedback data against enterprise performance data 3.3 Provide recommendations for improvement of customer relationships 3.4 Implement measures to improve customer relationships
Number of Pages	57
Audience	This manual is aimed at people who are studying the Certificate III in Telecommunications ICT02 or ICA05 (Support Stream). It covers the core unit of ICTCC330A Manage Customer Relationships. This manual is a learning resource and is not an assessment tool. An Assessment Tool & Marking Guide is available for this manual separately.
Prerequisites	Nil
Course Length	In a training environment this manual is suitable for approximately 25 hours.
Course Structure	The course contains instructor lead exercises as well as examples completed at the students' own pace. A course disk contains the necessary files to complete the manual.

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Customer Service

- Customer Service Behaviours
- Product Knowledge
- Teamwork
- Communication
- Escalation
- Complaint Handling
- Be Helpful
- Professionalism
- Company Policies and Legislations
- Customer Priorities
- Service Level Agreements

Building Relationships

- Customer Analysis
- Rapport Building
- Take the Extra Step
- Throw in something extra
- Inconsistencies
- Negotiating a Solution
- The art of saying ‘NO’

Customer Feedback

- Method Analysis
- Surveys and Questionnaires
- Ratings
- Client Suggestions
- Analysing Feedback
- Feedback Report
- Implementing the Change

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