

Maintaining Client Relations

Clients need a good listener, one who says: "Please tell me more." Those four simple words will do more to reveal important and relevant information about your clients than anything else you can do or say. Building strong relationships with existing and new clients can set you up for repeat business; and even if clients don't return to you, they may recommend you to friends, family or colleagues.

The importance of client relations in the sustainability of the business cannot be overstated. In this programme you will learn how to identify your customers' needs, how to deal with different types of clients, manage client enquiries and complaints, and how to provide quality service in any environment, but more specifically, in a financial institution. You will also look at how to determine levels of customer satisfaction so as to keep taking your business from strength to strength.

What you will learn:

At the end of this course, the learner should be able to:

- Establish and maintain sound relationships with clients;
- Manage client interactions through keeping clients informed, resolving client complaints, and satisfying client needs; and
- Monitor and measure client satisfaction and use the information provided to identify new business opportunities to ensure the survival and growth of the business.

Course Content:

- Section 1: Establish and maintain relationships with clients
- Section 2: Manage client interactions
- Section 3: Monitor client satisfaction

Course Structure:

- Lectures
- Structured classroom discussions / Debates
- Practical exercises

Assessment:

Formative assessment is done through practical exercises, and facilitator-led discussions. The summative assessment is comprised of a mix of knowledge questions, practical workplace activities, and essay writing.

Accreditation:

This programme is in process of being registered a learning programme on the BNVQF (Botswana National Vocational Qualifications Framework).



Entry Requirements:

It is assumed that learners are currently employed in a client-facing role and will have the opportunity to interact with clients in order to complete assessments. Learners are also assumed to have fundamental literacy skills to be able to write essays in English.



Duration:

One day




Certification:

A Certificate of Achievement will be issued upon successful completion of the summative assessment and the learner being deemed competent against the learning programme outcomes.

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