

Manage Customers

CRS-Q-0035329-EVS Funding Validity Period: 1 Feb 2019 – 22 Nov 2020

WSQ Environmental Services Framework - Level 4

This course will equip learners on how to integrate the Customer Relationship Management systems within the organisation to manage customer needs and expectations, to maintain and improve relationships with the customers for sustainable long-term businesses.



At the end of the course, the learners will be able to:

1. Explain the importance and purpose of integrating the Customer Relationship Management approach within the organisation's service processes.
2. Formulate an effective Customer Account Management Framework that provides the organisation a more integrated approach to measure and evaluate customers' needs and satisfaction levels.
3. Develop a Customer Service Plan to align the organisation's customer service activities with customers' needs and expectations.
4. Recommend CRM administration tools to adapt and innovate effective service processes to implement the Customer Account Management Framework and Customer Service Plan successfully in the organisation.

Who Should Attend?

Executives and managers from the Cleaning Operations, Waste Collection, Materials Recovery, and Treatment and Disposal sectors who are currently in a supervisory or team management role, or aspiring to that role.

Training Hours: 16 Hours

Assessment Hours: 2 Hours

Entry Requirements: Minimum GCE 'N' Level

Assessment Method: Short Answers, Case Studies

Mode of Delivery: Lectures, Presentations & E-learning

Course Fee: SSG Training Grant is only applicable to Singapore Citizens & Permanent Residents, and is subject to approval.

Full Course Fee Before Funding		Net Course Fee (with GST) Payable By Candidate After:			
Before GST	With GST	SSG Training Grant @ 95%	SSG Training Grant @ 90%	SSG Training Grant @ S\$17/hr	SSG Training Grant @ S\$15/hr
\$578.00	\$618.46	\$69.36	\$98.26	\$312.46	\$348.46



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PEI Registration No: 201530343D Validity: 04/05/2019 to 03/05/2023