

**BRANCH**

**CUSTOMER CARE AND PUBLIC RELATIONS**

**CUSTOMER CARE AND PUBLIC RELATION CERTIFICATION COURSE CURRICULUM**

**PURPOSE**

The purpose of this course is to equip/impart participants with knowledge and skills to enable them to develop and apply practical methods/approaches for customer care and public relations in their organizations.

**Couse Objectives**

By the end of the course, the participants will be able to:

1. Demonstrate understanding of customer care concepts, methods and processes
2. Design and implement customer management strategies
3. Build effective customer relationships
4. Manage Customer relationships in the organization

**Target group**

This course is designed for practioners involved in office management, customer care and public relationship. Those working with government, local and international NGOs, corporate institutions and all stake holders.

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| **Content** |
| **COURSE TEXT:** **The Leader Who Had no Tittle**  Introduction- Knowing your clients  The Concept Demystified  Business Model  Competitive Advantage  Core Competencies  Value Chain Analysis  Identify the Problem  Finding the dots - Analytics  Connecting the dots - Synthesis  Strategy Map  Environmental Scanning  Financial Status  The Customer  Performance Management  Corporate Performance  Individual Performance Matrix  The consequence mechanism ( Reward & Punishment)  Risk Management Process  Risk Identification  Risk Assessment  Response to Risk  Monitoring of Risk  Risk Profiling |
| Customer relationship management- 1: benefits of CRM |
| Customer relationship management- 2 |
| Change management |
| Building customer relationships |
| Keeping customers happy |
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| **Evaluation** :   1. Attendance 10% 2. Individual assignments 20% 3. Group work 30% 4. Final case study 40%- **The Leader Who Had no Tittle** |

Investment: **Ksh.15, 000**

Mode of study: **Virtual**

Time: **5:30-8:00 pm twice a week**

Duration: **1 month**

**The KIM School of Management**

**#standoutfromthecrowd**