**[FineResults Research Services](http://fineresultsresearch.org/)** invites you to training on:

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|  | **Topic:** [**Customer Care and Public Relations for Improved Organization Performance**](https://bit.ly/3eP8UvY) |

**Date:** **17th to 21st August 2020**

**Cost: USD 800 or Ksh 65000**

**Contacts: +254 759 285 295,** [**training@fineresultsresearch.org**](mailto:training@fineresultsresearch.org)**.**

**Venue :** **FineResults Research, Nairobi, Kenya Training Centre.**

**INTRODUCTION**

Customer service is essential in ensuring the clients feels not only valued but also respected and willing to visit the business in future. Customer service can also help an organization to stand out from their competitors, maintain its positive reputation among its customers and therefore gain more in terms of profit arising from retained clients and from referrals coming as a result of well served customers. Public Relations (PR) on the other hand involve raising company's authority, building relationships with key people and managing company’s reputation. Through Public Relation, the company builds trust and credibility with groups that are important to it. This 5 days training will equip participants with skills necessary in ensuring organization success, improved individual performance and organization performance at large.

**DURATION**

5 days

**WHO SHOULD ATTEND?**

* Receptionists
* Customer relations officers
* Administrators
* Marketing executives and managers
* Managers and supervisors
* Customer service professionals

**COURSE OBJECTIVES**

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

* Assess and review your value proposition for each core customer segment
* Understand Customer Relationship Management systems and their value
* Align customer service approaches and deliver consistency
* Understand Public Relation and its role in customer care in the organizational development
* Learn how to use media to build effective public relations and design customer care management systems
* Identify and establish links between excellence in customer service, business practices and polices
* Demonstrate skills in resolving conflict and confrontation, identify a plan to apply and enhance communication skills in the workplace to address existing conflicts
* Demonstrate an understanding of the role of public relations in the growth of an organization and as a competitive tool
* Critically review the customer acquisition and retention strategies of leading organisations as benchmarks for success

## **TRAINING FOCUS**

**Module 1:**

**Introduction to Public Relations and Customer Service**

* Developing a Customer-Centric Mindset
* The Need for Customer Service
* Developing a Customer Friendly Attitude
* Difference between customer relation and public relation
* Nature and Scope of Public Relations
* Elements of Public Relations
* Role of Public Relations
* Benefits of Public Relations

**Module 2:**

**Tools for Public Relations and Customer Service: Communication Skills**

* Tools Used for Public Relations
* Differences and Similarities in Public Relations, Advertising and Publicity
* Objectives of Public Relations, Advertising and Publicity
* Publication
* Public Opinion Research
* Developing Effective Communication Skills
* Presenting a Professional Image
* Non-verbal Communication Skills
* Body Language
* Key Body Language Aspects
* Physical Distance
* Verbal Communication Skills
* The Choice Of Words (May I, Please, Thank You)

**Module 3:**

**Public Relations Process and Customer Analysis: Knowing your Customer**

* What is Public Relations Process?
* External Environment
* Macro Environment
* Internal Environment
* Public Relations Roles
* Public Relations Tasks
* Knowing Your Customer
* Customer Expectations
* Assertive Working Style – Results-Oriented
* Analytical – Details-Oriented
* Amiable – People-Oriented
* Dominant Behavioral Style
* Determining Your Level of Service

**Module 4:**

**Public Relations, Communication and Calming Upset Customers**

* Planning in Public Relations
* Scope of Public Relations Planning
* Approaches to the Planning Process
* What Makes Customers Upset?
* Avoiding Upsets
* 5 Key Steps to calming upset customers
* Accurately identify the problem.
* Confirm the Customer’s value

**Corporate Public Relations and Telephone Customer Service**

* Defining Corporate Public Relations
* Corporate Organizational Structure
* Human Resource Development
* Corporate Planning
* Corporate media relations
* Mastering the telephone
* Answering the telephone
* A Professional greeting
* Active listening
* Putting callers on hold

**Module 5:**

**Production of Public Relations Materials** **and Internet Customer Skills**

* PR Communication & PR Material
* Internal and External Communication
* Advantages and Limitations of Printed Material
* Requirements of Corporate Publications
* The Internet Customer
* E-mail Communication Guidelines
* Internet Customer Skills
* Websites
* Customer Online Support

**Media Relations and Time Management Strategies**

* Media Classifications
* Media Relations
* Opinion Writing And Public Relations
* Evoking and Monitoring Media Response
* Crisis Management
* Classifications of Media
* Time Management
* Task Analysis

NB: We are offering you a half day, fun and interactive team building event!

## **Be part of the Training**

* Click [**HERE**](https://bit.ly/2KBGCqE) for the individual registration.

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Visit our [twitter account](https://bit.ly/38oZRi7)