



THE UNITED REPUBLIC OF TANZANIA  
INSTITUTE OF ACCOUNTANCY ARUSHA



**SHORT COURSE ANNOUNCEMENT ON  
ADVANCED CUSTOMER CARE AND CUSTOMER RELATIONSHIP  
MANAGEMENT (CRM)**

*25 - 29 September, 2017*

**1.0 Background**

Customer Excellence is one of the most visible and significant aspects of a customer's perception of any organization. Customers and their relationship with the organization remain crucial for business effectiveness. The class combines a plethora of disciplines of advanced customer service management and management practices in this state-of-the-art programme. This fast-paced, interactive, phenomenal programme will advance your relationship-building skills and strategies and to develop a planned approach to deal with the 'new' and to maintain the regular consumer. You will learn how to build lasting rapport and mutual respect with your customers while you unravel their needs, match them, build respect and maintain customer loyalty towards greater business sustainability. Our business is our customer!!!

**2.0 Targeted Participants**

Marketing executives, HR executives, Executive Assistants, Office Attendants, Receptionists, Public Relation Officers, Customer Care Officers and any other individual who wishes to improve customer services and his/her personal effectiveness.

**3.0 Learning Outcomes**

At the end of the course participants will be able to:

- Understand customer expectations
- Understand the role of attitude and feelings in service provision
- Handle customer complains
- Handle difficult customers
- Provide good customer service in telephone and email communication
- Understanding Customer Relationship Management (CRM)
- Personal Effectiveness in service provision

**4.0 Methodology**

The course will be conducted through lectures, discussions, brainstorming and case studies analysis. Participants will be offered an opportunity to refocus, refresh and rededicate.

### **5.0 Fees**

The fee for the course is **TShs 1,000,000/= (One million only)** to cover for training material, tea and lunch. Payment may be in cash, cheques or bankers draft paid directly to our Bank Account **No. 014103007130 NBC**, Arusha Branch.

### **6.0 Dates & Venue**

This course will be conducted from **25<sup>th</sup> to 29<sup>th</sup> September, 2017** at the Institute of Accountancy Arusha – Njiro Hill.

### **7.0 Contact Persons**

For more details you may contact the following:

#### **Ms. Pamela Chogo - Course Director**

E-mail: [pchogo@iaa.ac.tz](mailto:pchogo@iaa.ac.tz) and [pamsekela@gmail.com](mailto:pamsekela@gmail.com); Cell: +255 655 611 512 or +255 759 334 659

#### **Mr. Papias Njaala - Head of Department – Consultancy & Executive Development**

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#### **Ms. Lilian Minja - Course Administrator**

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Your cooperation is highly appreciated!

### **APPLY TO:**

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