CUSTOMER RELATIONSHIP

UNIT CODE: BUS/CU/BF/CR/05/6/A

Relationship to Occupational Standards
This unit addresses the Unit of Competency: Manage Customer Relationship
Duration of Unit: 120 Hours
Unit Description
This unit specifies the competencies required to manage customer relationship. It involves: managing customer's communication, segmenting bank customers, inducting customer loyalty programmes and monitoring   customer satisfaction.

Summary of Learning Outcomes
1. Manage customer's communication
2. Segment bank customers
3. Induct customer loyalty programmes
4. Monitor   customer satisfaction

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Manage customers communication	- Define communication - Channels of communication - Communication process - Importance of effective communication - Storage of communication records. - Confidentiality of communication process and records.	- Written tests - Observation - Oral questions - Third party report
2. Segment bank customers	- Importance of customer segmentation - Basis of customer classification - Customer type - Industry - Income Level	- Written tests - Observation - Oral questions - Third party report

	• Demographical factors • Customer needs • Recognition. • Importance of recognition. • Types of recognition.	
3. Induct customer loyalty programs	• Define loyalty programs. • Importance of loyalty • Loyalty level measurement tools. • Loyalty level determination process. • Pros and cons of the loyalty program	• Written tests • Observation • Oral questions • Third party report
4. Monitor customer satisfaction	• Define customer satisfaction. • Importance of customer satisfaction. • Customer satisfaction matrix • Customer satisfaction indices • Customer satisfaction monitoring process. • Customer satisfaction improvement • Customer satisfaction maintenance. • Handling dissatisfied customers.	• Written tests • Observation • Oral questions • Third party report

Suggested Methods of Instruction
- Project
- Demonstration by trainer
- Practice by the trainee
- Discussions
- Direct instruction

- Simulation
- On job training

Recommended Resources

- Writing materials
- Projector
- Computer
- Flip Chart/white board