

Customer Relationship Management

With **Side Hustle**

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Wow!

Who can take this course? Absolutely anyone!

- Any Career person
- Business owners

Introduction

CRM is an overall business strategy that enables companies to manage customer relationships effectively.



Weekly Timeline

01

- **The Business and Customer service principles**
- **Your Service to your customers**

02

- **The secrets of an excellent Customer Service**
- **Monitoring your Customers' satisfaction level**

03

- **Metrics in Customer Service**
- **Data management in Customer Service**

04

- **Improving Customer Service**
- **Application to Technology to CRM**
- **CRM Tools**
- **Building your Career and Monetizing CRM Opportunities**

01

- **The Business and Customer service principles**

- **Your Service to your customers**



1. The Business and Customer service principles



- Why the Business?

- You, Your Business and the Customers

- Know Your Customers

- Different Categories of Customers



2. Your Service to your customers.



- Introduction to Customer Service

- Who is a Customer Service Representative?

- Customer Service Qualities and Skills

- Customer Centered Culture

02

- **The Secrets of an Excellent Customer Service**
- **2. Monitoring your Customers' Satisfaction Level**



1. The Secrets of an Excellent Customer Service

Negotiation skills

Building Rapport with your Customers

Do and Don't of Customer Service

Acceptable phrases in Customer Service

Etiquettes in Customer Service
(Basic, Telephone, Email and Chats)



1. The Secrets of an Excellent Customer Service

Trouble Shooting and Escalation

Customer Service Initiatives

Conflict Resolution

Customer Health and Safety

Ensuring your safety from a Violent Customers.



2. Monitoring your Customers' Satisfaction Level



Tracking Customer
Complaints

Customer Experience,
Feedback and Satisfaction

03

- **Metrics in Customer Service**
- **Data Management in Customer Service**

1. Metrics in Customer Service

- NPS
- Churn rate
- CLTVs
- CSATs
- CESs
- Customer Reviews



2. Data Management in Customer Service

Data Entry in
Customer Service

Using Digital
Spreadsheets or
Excel record your
customers details



04



- **Improving Customer Service**
- **Application of Technology to CRM**
- **CRM Tools**
- **Building your Career and Monetizing CRM Opportunities**



1. Improving Customer Service

1

Planning and Implementing CRM Project

2

Team Management

3

Customer Service Policy

4

Self- Evaluation



2. Application of Technology to CRM



1

E-commerce and -Customer Service

2

Social media and Customer Service

3

Banking and Customer Service

3. CRM Tools



4. Building your Career and Monetizing CRM Opportunities

Career Way

Onsite Jobs

Remote Jobs



Question and Thought



Question

- Can you accomplish this in four weeks?
- What do you need to achieve this?

Thought

Certainly, you can. Study, put into practice, and exercise.

Thank you!

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