PARCOURS COMPÉTENCES+

ENHANCED CUSTOMER RELATIONS

Cours pratique de 9 jours

NEW

Prix : 3400 € E.T.

DESCRIPTION

This certification program aims to enhance the professional skills of customer service professionals in a digital environment augmented by artificial intelligence. It is based on active learning, a central project, and intersession activities that enable participants to design, test, and evaluate concrete initiatives for augmented customer service.

INTENDED AUDIENCE

Customer service representatives, customer advisors, sales assistants, sales administration staff, and anyone who works directly with customers and wants to improve their communication, sales, and customer retention skills.

TEACHING OBJECTIVES

At the end of the training, the participant will be able to:

- Understanding the Key Challenges and Objectives of Customer Relations
- Analyzing Customer Expectations and Behaviors in a Digital and AI-Enhanced Context
- Implement sales techniques and handle objections
- Develop customer loyalty initiatives and measure their impact (ROI)
- Drafting Professional and Empathetic Written Communications with the Help of AI
- Use digital tools and AI to deliver a consistent and personalized customer experience
- Help establish a performance-driven customer-centric culture
- Design, develop, and present a cross-functional project titled “Enhanced Customer Relations”

PREREQUISITES

No prerequisites.

FINANCING SOLUTIONS

Plusieurs solutions existent pour financer votre formation et dépendent de votre situation professionnelle.

Découvrez-les sur notre page :
Comment financer sa formation ou contactez votre conseiller formation

PARTICIPANTS

Customer service representatives, customer advisors, sales assistants, sales administration staff, and anyone who works directly with customers and wants to improve their communication, sales, and customer retention skills.

PREREQUISITES

No prerequisites.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant’s academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they’ve developed.

TEACHING AIDS AND TECHNICAL RESOURCES

• The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
• At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
• A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

TIMES

THE TRAINING SESSIONS TAKE PLACE FROM 9.00 AM TO 5.30 PM, WITH A LUNCH BREAK OF BETWEEN 1 HOUR AND 1 HOUR 30 MINUTES.

For four- and five-day hands-on courses, sessions end at 16:00 on the last day of the course, regardless of the teaching mode..

POURQUOI CHOISIR LE PARCOURS Enhanced Customer Relations

Turn every interaction into a driver of customer loyalty and performance

- Create high-value customer interactions in every situation
- Personalize the customer relationship to build lasting loyalty
- Leveraging Digital Technology and AI to Enhance Customer Engagement Practices
- Measuring and Optimizing the Impact of Customer Relationship Initiatives

A practical roadmap to boost your impact and create a unique customer experience

VOTRE CERTIFICATION

Compétences+ Enhanced Customer Relations Certification.

01 CERTIFICATION PROCEDURES THE COMPÉTENCES+ ENHANCED CUSTOMER RELATIONS CERTIFICATION TAKES PLACE OVER ONE DAY AND IS BASED ON PRESENTATION OF A OVERARCHING PROJECT TO A PANEL OF JUDGES.

02 ASSESSMENT PROCESS THE CANDIDATE GIVES AN ORAL PRESENTATION OF "ENHANCED CUSTOMER RELATIONS" PROJECT AND EXPLAINS THE APPROA(TAKEN, THE ACTIONS IMPLEMENTED, AND THE RESULTS ACHIEVED. THE PRESENTATION FOCUSES IN PARTICULAR ON: - THE CONTEXT AND THE CLIE CHALLENGE; - THE ANALYSIS CONDUCTED; - THE ACTIONS TAKEN TO IMPRC CUSTOMER RELATIONS; - THE DELIVERABLES PRODUCED; - USE CASES INCORPORATING ARTIFICIAL INTELLIGENCE; - THE OBSERVED RESULTS AND FOR IMPROVEMENT.

03 DEMONSTRATION OF DELIVERABLES THE CANDIDATE PRESENTS AND, WHE RELEVANT, DEMONSTRATES THE DELIVERABLES PRODUCED AS PART OF TH PROJECT, PARTICULARLY THE TOOLS OR OUTPUTS INCORPORATING AI.

04 DISCUSSION WITH THE JURY A DISCUSSION WITH THE JURY ALLOWS THE CANDIDATE TO EXPLAIN THEIR DECISIONS, ANSWER QUESTIONS, AND DEMONSTRATE THEIR ABILITY TO APPLY THE SKILLS THEY HAVE ACQUIRED REAL-WORLD CUSTOMER RELATIONSHIP SCENARIOS.

MON PARCOURS

DISPOSITIF PÉDAGOGIQUE HYBRIDE : 5 modules, 4 inter-sessions répartis sur 4 à 5 mois

- **Module** : Sessions en présentiel et distanciel
- **Inter-session** : Travaux en autonomie + accompagnement + plateforme dédiée
- Un formateur référent + un ingénieur pédagogique ORSYS dédié à toute la coordination
- Un suivi individualisé, du démarrage au passage de la certification

MODULE 01
Laying the Groundwork for Customer Relationships and Understanding Customer Expectations

2 JOURS
- Immersive Opening Workshop: “My Best Customer Memory.”
- Roles and Responsibilities of the Customer Relations Representative.
- Customer profiles and behaviors.
- Immersive Workshop: The Incognito Customer.
- The Keys to a Successful Customer Relationship.
- Customer-Centric Culture in the Workplace.
- Group Workshop: Assessment and Action Plan.

INTER-SESSION

- Observe a real or simulated customer interaction (phone call, email, in-person visit, chatbot, etc.).
- Briefly describe the client's situation and emotions (10 lines maximum).
- Identify 2 strengths and 2 areas for improvement in relationship management.
- Share the analysis on Moodle as a short text and discuss it with the instructor.

MODULE 02
Written Communication and AI-Powered Digital Tools

2 JOURS
- Immersive Opening Workshop: “The Worst Emails I’ve Ever Received… And Those Generated by AI.”
- Optimize Your Writing to Strengthen Customer Relationships.
- Master AI-assisted writing techniques.
- Workshop: AI Put to the Test by Customers.
- Use digital tools to streamline and automate customer communication.
- Consistency and Personalization in the Age of AI.
- The Challenge of Augmented Communication: AI and Human Behavior.

INTER-SESSION

- Select a real or simulated customer message (email, chat, complaint).
- Write an AI-assisted response and a personal response (no more than 5 lines each).
- Compare the two responses in three lines (clarity, tone, empathy).
- Post your work on Moodle and receive feedback from the instructor.

MODULE 03
Mastering Sales Techniques and Effectively Handling Objections

2 JOURS

- Immersive Opening Workshop: “The World’s Worst Salesperson.”
- The Key Steps in the Sales Process.
- Develop a compelling argument.
- Identifying and Handling Objections.
- Workshop: "Handling Objections in Face-to-Face Situations."
- Developing assertiveness and emotional intelligence.
- Group Workshop: The Challenge of Successful Selling.

INTER-SESSION

- Identify a common customer objection encountered in your professional context.
- Write a well-reasoned response using the techniques covered in the training (6 lines maximum).
- Explain in three lines why this answer is effective.
- Post the response on Moodle and discuss ways to improve it.

MODULE 04
Build customer loyalty and monitor service quality

2 JOURS

- Immersive Opening Workshop: “The Loyal Customer… or Not!”
- Understanding the challenges of customer retention.
- Implement an effective customer loyalty strategy.
- Quality monitoring and continuous improvement.
- Immersive Workshop: “The Art of Winning Back a Lost Customer.”
- Measure the impact and return on investment (ROI).
- Group Workshop: “The ROI & Customer Loyalty Challenge.”

INTER-SESSION

- Update the overarching project plan: actions taken, results observed, and impact on customers.
- Write a brief summary of no more than 10 lines.
- Prepare a 30-second presentation pitch.
- Receive feedback from the instructor to finalize preparations for the defense.

MODULE 05
Skills Certification_Plus: Enhanced Customer Relations

1 JOUR

- Oral presentation of the "Enhanced Customer Relations" overarching project.
- Demonstration of deliverables and use cases incorporating AI.
- Discussions with the jury.

CALENDRIER PROMO 2026

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