

# Course : Manage customer relations on social networks and rating sites

*Practical course - 2d - 14h00 - Ref. RRW*

*Price : 1500 CHF E.T.*

This training course will enable you to implement best practices in customer relations on all social networks and online review sites, while conveying a positive image of your company.

## Teaching objectives

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

- ✓ Understanding the challenges of customer relations in a connected world
- ✓ Master the rules and principles of interactive communication with customers
- ✓ Enhance brand and corporate image through appropriate written communication
- ✓ Ensure customer satisfaction and involve them in positive brand communication
- ✓ Manage all behaviors on social networks

## Intended audience

Customer advisors, hotliners, any employee in charge of customer relations on social networks.

## Prerequisites

Basic knowledge of customer relations.

## Practical details

### Hands-on work

Digital workshop: study of customer relations practices on social networks. Best practices and real-life situations.

## Course schedule

### PARTICIPANTS

Customer advisors, hotliners, any employee in charge of customer relations on social networks.

### PREREQUISITES

Basic knowledge of customer relations.

### 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.

## 1 Understanding the challenges of customer relations on social networks

- Understand collaborative web uses and trends.
- Changing customer expectations in the digital world.
- The impact of consumer reviews on e-reputation.
- Identify the different sources of reviews (social networks, Google, TripAdvisor...).
- Define the impact on your organization.

### Group discussion

Collective reflection on the fears and benefits of managing online customer reviews. Each participant takes stock of his or her company's e-reputation.

## 2 Adapting responses to different situations

- Understand the impact and risks of your public interactions.
- Draw up an editorial charter (style, tone, language elements, etc.) for the company's image.
- Handling different situations: questions, opinions, thanks, complaints, emergencies, trolls...
- Learn best practices to increase the impact of your interactions.

### Exercise

Individually or in groups: identify different situations and define a charter for appropriate responses.

## 3 Establish effective customer relations on social networks and rating sites

- Personalize social profiles for customer relations, convey messages and guide customers.
- Set up a code of conduct for your social networks.
- Good moderation practices.
- Anticipate situations to improve responsiveness.

### Hands-on work

Workshop on personalizing social profiles for customer relations, setting up automatic messages on Facebook and Instagram, creation of smartlink dedicated to customer relations.

## 4 Professionalizing your organization

- Use AI to optimize your answers and gain in speed.
- Master the rules specific to each social network (Facebook, Instagram, X, LinkedIn, TikTok, WhatsApp, Google...).

### Exercise

Create a personalized AI prompt to help manage your responses, customize expert prompts, adapt responses to the constraints and uses of each network.

### 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.