

# **HRODC Postgraduate Training Institute**

**A Postgraduate-Only Institution**

**100**

**Extreme Client or Customer Care  
Course or Seminar**

**Leading To:**

**DIPLOMA – POSTGRADUATE IN  
Extreme Client or Customer Care**

***Accumulating to***

**POSTGRADUATE DIPLOMA**

**Progressing To A Masters Degree –**

***MBA – MSc - MA***

**Course Coordinator:**

**Prof. Dr. R. B. Crawford – Director of HRODC Ltd. and Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:**

- Doctor of Philosophy {(PhD) (University of London)};
- MEd. Management (University of Bath);
- Advanced Dip. Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;
- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of Academy of Management (MAoM), within the following Management Disciplines:
  - Human Resources;
  - Organization and Management Theory;
  - Organization Development and Change;
  - Research Methods;
  - Conflict Management;
  - Organizational Behavior;
  - Management Consulting;
  - Gender & Diversity in Organizations; and
  - Critical Management Studies.
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Life Member of Malaysian Institute of Human Resource Management (LMIHRM);
- Member of ResearchGate Community;
- Member of Convocation, University of London;
- Professor HRODC Postgraduate Training Institute.

**Prof. Crawford was an Academic at:**

- University of London (UK);

- London South Bank University (UK);
- University of Greenwich (UK); and
- University of Wolverhampton (UK).

### **For Whom This Course is Designed This Course is Designed For:**

- Customer Service Representatives;
- Sales Professionals;
- Sales and Customer Service Supervisors and Managers;
- Reception Administrators;
- Front Line Workers;
- Business Owners;
- Entrepreneurs;
- Anybody who comes into contact with customers.

**Duration:** 6 Days

**Cost:** £6,000.00 Per Delegate

#### **Please Note:**

- V.A.T. (Government Tax) does not apply to Corporate Sponsored Individuals, taking Programmes or Courses in any location - within or outside the UK.
- It applies only to Individuals and Corporations based in the UK and to Non-UK Individual Residents taking courses in the UK.

#### **Cost includes:**

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Diploma – Postgraduate – in **Extreme Client or Customer Care**; or
- Certificate of Attendance and Participation – if unsuccessful on resit.

#### **HRDC Postgraduate Training Institute's Complimentary Products include:**

1. HRDC Postgraduate Training Institute's **Leather Conference Folder**;

2. HRODC Postgraduate Training Institute's **Leather Conference Ring Binder/ Writing Pad;**
3. HRODC Postgraduate Training Institute's **Key Ring/ Chain;**
4. HRODC Postgraduate Training Institute's **Leather Conference (Computer – Phone) Bag** – Black or Brown;
5. HRODC Postgraduate Training Institute's **8GB USB Flash Memory Drive**, with Course Material;
6. HRODC Postgraduate Training Institute's **Metal Pen;**
7. HRODC Postgraduate Training Institute's **Polo Shirt.**

**\*\*Please see product images, as a separate file - Complimentary Products For Students and Delegates, from HRODC Postgraduate Training Institute.\*\***

**Daily Schedule: 9:30 to 4:30 pm.**

**Location: Central London and International Locations**

## **Extreme Client or Customer Care Leading to Diploma-Postgraduate in Extreme Client or Customer Care**

### **Course Objectives**

By the conclusion of the specified learning and development activities, delegates will be able to:

- Demonstrate an understanding of value of front-line staff to organisational effectiveness;
- Exhibit competence in fundamental aspects of customer/ client service - incorporating sensitivity to clients' needs;
- Exhibit a 'functional' level of interpersonal relationship;
- Communicate effectively with clients, colleagues, juniors and managers;
- Demonstrate an understanding of the legal framework of client service;
- Recall fundamental elements of the '*Sale of Goods Act 1979*';
- Recall the obligations of the retailer/ service provider under the '*Sale of Goods Act 1979*';
- Recall the obligation of the producer of goods and service, under the '*Sale of Goods Act 1979*';

- Demonstrate their ability to remain calm and courteous during unpleasant situations such as an encounter with an irate client;
- Exhibit an understanding of the functioning of a 'client-driven organisation';
- Exhibit an awareness of the high standard of service, which each client anticipates;
- Demonstrate their ability to initiate improvements in client service;
- Assist clients in solving their problems relating to products and service;
- Illustrate their ability to manage internal and external customer/client care environments;
- Demonstrate their expertise in leading a customer/client care team;
- An understanding of the fundamentals of leadership and management;
- Exhibit leadership in dealing with 'the irate customer/ client';
- Provide examples of the legal application of 'Fitness For Purpose';
- Demonstrate their ability to contribute to the maintenance of customer/ client loyalty;
- Illustrate their understanding of the need to empower front-line staff to redress 'dissatisfactory client/ customer situations';
- Exhibit a willingness to seek help and advice from colleagues and managers, when faced with difficult situations;
- Appreciate the need to maintain a 'generalised client/ customer information system';
- Recall the obligation of the service provider/ product retailer, and manufacturer under *The Supply of Goods and Services Act 1982*;
- Determine what constitutes a 'non-binding' contract, under *The Unfair Terms in Consumer Contracts Regulations 1999*;
- Suggest the role of the Office of Fair Trading (OFT), in dealing with consumers' complaints under *The Unfair Terms in Consumer Contracts Regulations 1999*;
- Indicate The Powers of the Office of Fair Trading, under the *Unfair Terms in Consumer Contract Regulations 1999*;
- Determine the role of Trading Standards in dealing with consumer complaints;
- Recall important points of law in the *Unfair Terms in Consumer Contract Regulations 1999*;
- Demonstrate their ability to remain calm and courteous during unpleasant situations such as an encounter with an irate client;

## Course Contents, Concepts and Issues

- Who Is A 'Front-Line Staff'?
- Who Has Customer/Client-Relation and Customer/Client-Relation Responsibility?
- Value of Front-Line Staff to Organisational Effectiveness;
- Features of a Client-Driven Organisation;
- Internal & External Factors Influencing Client Behaviour;
- Client Motivation;
- Responsibility of the Service Provider/Goods Retailer, and Manufacturer under the Supply of Goods and Services Act 1982;
- How Can We Assure Clients That They Are Getting A Good Deal?;
- Working Towards Clients' Continued Accessing Of Service;
- The 'Sale of Goods Act';
- Legal Interpretation of 'Fitness for Purpose';
- Sensitisation and Client Needs: Role Transposition;
- What to Know About Your Clients;
- Maintaining a Generalised Client Information System;
- Dealing with Sensitive Situations: Confidentiality VS Disclosure;
- Dealing with an Irate Client: Understanding Clients' Frustration;
- Improving Worker-Client Relation;
- Dealing With 'The Irate Customer/Client';
- Communication: Perfecting 'The Approach' and Offering Assistance;
- Contributing To the Maintenance of Customer/Client Loyalty;
- Empowering Front-Line Staff to Redress 'Dissatisfactory Client/ Customer Situations';
- Seeking Help and Advice from Colleagues and Managers, When Faced With Difficult Situations;
- Dealing With Conflict between Client/Customer and Front-Line Staff;
- The Responsibility of Service Provider/ Goods Retailer under *the Sale and Supply of Goods to Consumers Regulations 2002*;
- Client Service: The Legal Environment;
- Obligations of the Retailer/Service Provider under the 'Sale of Goods Act 1979';
- The Responsibility of Service Provider/Goods Retailer under *the Sale and Supply of Goods to Consumers Regulations 2002*;

- The *Unfair Terms In Consumer Contract Regulations 1999*;
- What Constitutes a 'Non-Binding' Contract, Under the *Unfair Terms in Consumer Contracts Regulations 1999*?
- The Role of the Office of Fair Trading (OFT), In Dealing with Consumers' Complaints under the *Unfair Terms in Consumer Contracts Regulations 1999*;
- The Powers of the Office of Fair Trading, Under the *Unfair Terms in Consumer Contract Regulations 1999*s;
- The Role of Trading Standards in Dealing with Consumer Complaints;
- The Organisation and Its External Environment;
- Demands and Expectations of External Environmental Sectors;
- What Constitutes A Role Set?;
- Role Set: A Contextual Definition;
- The Role Set and Segmented Expectations;
- Conflict and Its Inescapability;
- The Value of Conflict;
- Conflict and Role Conflict;
- Conflict Resolution or Status Quo Acceptance;
- The Internal Customer: Demand, Expectation and Pertinent Quality Implications;
- Internal and External Factors;
- Influencing Client Behaviour;
- Client/Customer Frustration;
- Client/Customer 'Going Into Excess': The Irrate Client/Customer;
- Characteristics of an Irrate Client/Customer;
- Scenario Building in Infuriation;
- Attempts at Putting the Irrate Customer/Client at Ease;
- Depersonalising Irrate Behaviour;
- Recipient De-Sensitisation of Obnoxious Behaviour;
- Dealing with an Irrate Client: Understanding Clients' Frustration;
- What Not To Say to an Irrate Customer over the Phone;
- Territory Invasion and Consequences;
- Facilitating Frustration Venting Without Interruption;
- Dispensing With Superiority Consciousness;
- Reasons Why a Client or Customer Might Be Irrate;
- Regaining Customer/Client Trust;
- Organisational Implications of an Uncharacteristic Incident;

- Dealing with 'The Irate Customer/Client on the Telephone;
- Dealing with 'The Irate Customer/Client Face-To-Face;
- Discretion to Use Organisational Resources to Quell Infuriation;
- One Step Too Far: Anticipating the Worst Outcome;
- Threat to Personal Safety in Face-To-Face Encounters;
- Addressing Personal Safety: Taking Protective Action;
- After The Event: Dealing With the Aftermath of a Headline Incident.

### **Service Contract, incorporating Terms and Conditions**

**Click, or copy and paste the URL, below, into your Web Browser, to view our Service Contract, incorporating Terms and Conditions.**

[https://www.hrodc.com/Service\\_Contract\\_Terms\\_and\\_Conditions\\_Service\\_Details\\_Delivery\\_Point\\_Period\\_Cancellations\\_Extenuating\\_Circumstances\\_Payment\\_Protocol\\_Location.htm](https://www.hrodc.com/Service_Contract_Terms_and_Conditions_Service_Details_Delivery_Point_Period_Cancellations_Extenuating_Circumstances_Payment_Protocol_Location.htm)

The submission of our application form or otherwise registration by or the submission of a course booking form or e-mail booking request is an attestation of the candidate's subscription to our Policy Terms and Conditions, which are legally binding.

**Prof. Dr. R. B. Crawford - Director HRODC Postgraduate Training Institute**