

CUSTOMER LOYALTY

(TGS-2020505083)

WHO SHOULD ATTEND

Supervisors or managers from various sectors

COURSE OBJECTIVES

At the end of this program, learners will be able to

1. continually engaging customers to ensure customer loyalty
2. check on popularity of programme and accuracy of customer data to manage customer loyalty programmes
3. identify, evaluate and refine the current customer loyalty and retention programmes

COURSE CONTENT

1. Successful Customer Loyalty Programmes
2. Ensuring Succeed of Customer Loyalty Programmes
3. Managing customer loyalty and retention programs
4. Managing service challenges

NETT COURSE FEE (AFTER SSG GRANT)

Company (SME) Sponsored: S\$52.80

Self Sponsored Individual 40 years old and above: S\$52.80

Self Sponsored Individual below 40 years old: S\$288.00

TO REGISTER

Contact us at 62995036 or email us at enquiry@birmingham.edu.sg

CERTIFICATE

Participants who have successfully demonstrated competence in all the knowledge and skills requirements in this programme will be awarded with a Statement of Attainment (SOA) by SkillsFuture Singapore (SSG)

ENTRY REQUIREMENT

At least a Pass in GCE 'O' Level or Higher Nitec in a relevant industry or equivalent or Competency in Advanced Certificate level knowledge and skills

For mature applicant not meeting the entry requirement, they must have a minimum 2 years of retail work experience, out of which 1 year should be at supervisory level

TYPE OF COURSE

Modular WSQ Course

COURSE DURATION

16 Hours / Full-time

MEDIUM OF INSTRUCTION

Medium: English

ASSESSMENT

Written assessment

COURSE FEE (BEFORE FUNDING)

S\$528.00

BENEFIT

- Absentee Payroll Funding up to 95% of hourly basic salary for company sponsored.