



Name of the Program: Diploma in Customer Service Management (DCSM), Advanced or Associate Diploma in Customer Service Management (ADCSM), Graduate Diploma in Customer Service Management (GDCSM), Diploma in Customer Relationship Management (DCRM), Diploma in Customer Service Excellence (DCSE), Diploma in Effective Customer Care (DECC), Diploma in Customer Care Excellence (DCCE), Professional Degree in Customer care & Customer service management (CCCSM), Post Graduate Diploma in Customer Service Management/Customer Relationship Management (PGDCSM/PGDCRM).

Syllabus – Course Outline

Training Mode: Distance Education/Self Study

Duration: 6 Months or 1 Year. Eligibility: a) 12 class passed in any medium or equivalent degree and Graduation for Post Graduate Diploma Admission. **Medium of**

Instruction: English. **Credits:** (30 Credits = @ 15 Credits Per subject x 2 Subjects) or 45 Credits (Includes additional Subjects/Project Exercise) for Graduate or PGD Program.

Course Objective and Why should study in Customer Service Management or Customer Relationship Management (CRM)?

Customer service management (CSM) is the practice of empowering customer service or care team with the tools, training, and day-to-day support they need to deliver exceptional customer service experiences. The goal is to build rapport with consumers, boost retention, foster brand loyalty, and drive sales.

On the other hand, CRM helps businesses learn about their customers, including who they are and why they purchase your products, as well as trends in customers' purchasing histories. This allows businesses to better anticipate their customers' needs and, as a result, fulfill them.





Syllabus Outline

Serial No.	Syllabus component	Assignment TMA (Tutor Mark Assignment) or Case Study	Board Questions (OBS = Open Book System) Exam.	MCQ (Multiple Choice Questions) 10 Questions (each @ 2 marks)
	<p>2 Parts/Lessons will count 15 hours each (2 parts/Lessons x 15 hours = 30 hours) = Grand Total 30 Hours only.</p> <p style="text-align: center;">Or</p> <p>2 Parts/Lessons will count 15 hours each (2 parts/Lessons x 15 hours = 30 hours total) + Subject/Project Exercises Minimum 15 hours = Grand Total 45 Hours only.</p>	45	35	20
	<p>Diploma in Customer Service Management (DCSM), <i>Advanced or Associate Diploma in Customer Service Management (ADCSM)</i>, Graduate Diploma in Customer Service Management (GDCSM), Diploma in Customer Relationship Management (DCRM), Diploma in Customer Service Excellence (DCSE),</p>	<i>30 or 45 Credit Hours</i>		

	Diploma in Effective Customer Care (DECC), Diploma in Customer Care Excellence (DCCE), Professional Degree in Customer care & Customer service management (CCCSM), Post Graduate Diploma in Customer Service Management/Customer Relationship Management (PGDCSM/PGDCRM).			
	SEMESTER-1:	45	35	20
1.	<p><u>Customer Service Excellence</u></p> <p>Chapter 1: Customer Service: The Future of Business Success Chapter 2: Critical Components of Good Customer Service Chapter 3: Steps to Developing a Culture of Customer Service Excellence Chapter 4: Smart Ways to Implement Your Customer Service Strategy</p> <p><u>Effective Customer Care</u></p> <ol style="list-style-type: none"> 1. The fundamentals of customer care 2. Getting to know your customer needs and requirements 3. Creating the environment for customer care flourish 4. Effective communications with customers and colleagues 5. Breaking down inter teams and inter departmental barriers 6. Complaints, problem solving and quality improvements 7. Building long term customer relationship 	<p><i>15 Credits Each Subject</i></p>		
2.	<p>SEMESTER-2:</p> <p><u>Customer Care Excellence</u></p> <ol style="list-style-type: none"> 1. An intro to customer care 2. How managers need to drive and support a service strategy 3. Listening to customers 4. Implementing a service excellence strategy 5. The internal customer 6. Training & Development for customer service 7. Communication 8. Recognition and Reward 9. Sustaining a customer focus <p><i>Note: SEMESTER-3, is only applicable for the Graduate or Post Graduate Students. And additional/elective course is mandatory for PGD students because of advanced level studies.</i></p>	<p><i>15 Credits Each Subject</i></p>		

3.	<p style="text-align: center;">SEMESTER-3:</p> <p><u>Customer Relationship Management – Concept, Strategy & Tools</u></p> <p>I. CRM: Conceptual Foundation ii. Strategic CRM iii. Analytical CRM iv. Operational CRM v. Advances in CRM Applications</p>			
4.	<p>ELECTIVE SUBJECTS: (<i>Below the options to select two/three subjects for Advanced Diploma or Graduate Diploma or Post Graduate Diploma Programs</i>)</p> <ol style="list-style-type: none"> 1. Advanced Customer Analytics 2. Customer & Business Analytics 3. Customer Accounting: Creating value with customer Analytics 4. Strategic Customer Management 5. Customer Advisory Boards: A Strategic Tool 6. Managing Customer Experience & Relationship 7. Internet-Based Customer Value Management 8. Customers Manipulation: How to influence your customer to buy more <p>FOLLOWING ADDITIONAL TASKS SHOULD HAVE TO DONE BY PARTICIPANTS OR STUDENTS:</p> <ol style="list-style-type: none"> a) Diploma or Advanced Diploma or PGD Customer Service Management or Customer Relationship Management Certification Test MCQ Questions answer practicing b) Diploma or Advanced Diploma or PGD Customer Service Management or Customer Relationship Management Certification Test Board Questions/TMA (Tutor Mark Assignment) c) Diploma or Advanced Diploma or PGD Customer Service Management or Customer Relationship Management Certification Case Studies <p>Exercises and projects</p>	15 Credits		

	<p>Suggested recorded Videos on Customer Service Management or Customer Relationship Management or Customer Care Management</p> <p>Qualities of Great Customer Service Managers https://www.youtube.com/watch?v=fWaw3VosVhg</p> <p>How to Use Customer Service Management (CSM) to Provide Truly Incredible Service https://www.youtube.com/watch?v=ds9_IZo1Q7I</p> <p>Customer Service Management through omni channels https://www.youtube.com/watch?v=ktYPUwEVsf4&list=PLCOmiTb5WX3oXEZIM_9Xi51k6HCzbaP1U</p> <p>Customer Service Manager Responsibilities https://www.youtube.com/watch?v=2MrBwbA3SBw</p> <p>Email Process and Client Enhancements https://www.youtube.com/watch?v=GgLqhQiQ1xU</p> <p>Proactive Customer Service Operations https://www.youtube.com/watch?v=flyCY2HVNsy</p> <p>How to give great customer service https://www.youtube.com/watch?v=dnpMqQnt8WY</p> <p>What Does a CRM Do? https://www.youtube.com/watch?v=CWYeggMHA1U https://www.youtube.com/watch?v=SlhESAKF1Tk</p> <p>What is Customer Relationship Management? https://www.youtube.com/watch?v=fbNPq-ZLzMM</p> <p>Introduction to Customer Relationship Management https://www.youtube.com/watch?v=H2h5fv-CjNI</p> <p>Articles on CSM and CRM</p> <p>CRMs vs. CMSes: Use Both to Grow Your Business https://www.fool.com/the-ascent/small-business/crm/articles/crm-vs-cms/</p> <p>Customer Service Articles (Many articles available here) https://www.customerservicemanager.com/customer-service-articles/</p> <p>What Is Customer Relationship Management (CRM)? Tools, Types, Strategy, Benefits & Features https://www.spiceworks.com/marketing/crm-marketing/articles/what-is-customer-relationship-management-crm/ https://www.netsuite.com/portal/resource/business-solutions-articles/crm.shtml</p> <p>Articles on Customer Relationship Management (CRM) https://www.managementstudyguide.com/customer-relationship-management-articles.htm</p>	<p><i>For the Advanced Level Students recorded videos are mandatory to watch.</i></p> <p><i>Articles included additional tools and resources about CSM & CRM. We recommends these for professional skills development.</i></p>		

Project/Thesis/Case Studies				
	<p>Student have to take a Project/Thesis/Case studies as per their major subject in order to complete his/her Advanced Diploma or Graduate or PG Diploma.</p> <ul style="list-style-type: none"> In case Project/Thesis, respective students should submit 15 to 35 (A4 Size) pages long report. <i>Course Tutor or Concern Authority will assign/fix Project/Thesis Topic or Title with consultation with respective student.</i> In Case Studies, respective students should submit case studies answer script in written form to the GEPEA within stipulated time frame. <i>Concern Authority will assign case studies question paper in time.</i> 			
	<p>TOTAL HOURS REQUIRED TO BE COMPLETED FOR THE CUSTOMER SERVICE MANAGEMENT OR CUSTOMER CARE MANAGEMENT, CUSTOMER RELATIONSHIP MANAGEMENT PROFESSIONAL TRAINING CERTIFICATIONS =</p> <p>2 Parts/Lessons will count 15 hours each (2 parts/Lessons x 15 hours = 30 hours) = Grand Total 30 Hours only.</p> <p>Or</p> <p>2 Parts/Lessons will count 15 hours each (2 parts/Lessons x 15 hours = 30 hours total) + Subject/Project Exercises Minimum 15 hours = Grand Total 45 Hours only.</p>			

CAREER AND SCOPE OF CUSTOMER SERVICE MANAGEMENT OR CUSTOMER CARE MANAGEMENT, CUSTOMER RELATIONSHIP MANAGEMENT

After ensuing courses in Customer service management or Customer Care Management, Customer Relationship Management at GEPEA. There are variety and a plenty of job opportunities are waiting for you in various areas such as

- Customer Service Representative. ...
- Quality Assurance Manager. ...
- Product Support Specialist. ...
- Customer Service Training Manager. ...
- Customer Implementation Manager. ...
- Customer Retention Specialists.
- CRM Manager (Customer Relationship Manager) and so on.

COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.

- The focal point of **GEPEA** study materials is enhancing Practical Education. **GEPEA** Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-explanatory & easy to understand.
- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

EXAMINATION

GEPEA Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of **GEPEA**. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by **GEPEA** panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or theory in order to complete the respective Diploma Program.
- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing students to display their potential.
- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to **GEPEA** office or **GEPEA** directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many **GEPEA** exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

CASE STUDY METHOD & STUDY MATERIAL:

Today communication systems have advanced so much that it is much easier, convenient and quicker to gain expertise via online distance learning. **GEPEA** offer potential students the opportunity to study through an autonomous online distance learning program. This means that people who can't get traditional further education can still achieve what they want and get their qualifications through Online Distance Learning. That gives the opportunity for a much wider range of people to get the qualifications that they want. Today, thanks to technological advances, higher education is more readily available to those who want it.

GEPEA is an institute of excellence offering widest range of autonomous programmes in the field of Business Management and different Professional Training education. In response to the rapidly changing economic environment and the process of globalization, the Academy has made sustained efforts to bring an international perspective to all its wide range of areas and activities.

BENEFITS AND FETURES:

- (i) **Flexible Programs & Curriculum:** You can earn and study at the same time! From **GEPEA** International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.

- (ii) **Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.
- (iii) **MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples of African, Asian and International companies. Allowing the students to put their theoretical knowledge to practice.
- (iv) **Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) **Saves Money:** These courses are almost always cheaper as compared to their on-campus counter-parts. You also cut down on the costs incurred while commuting etc.
- (vi) **Personal Fulfillment:** An MBA is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can build lifelong business and personal achievements. The GEPEA MBA program is designed to enrich your personal life, as well as to keep you informed about a constantly changing industry.
- (vii) **Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!
- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.
- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence MBA program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business top.

ACCREDITATIONS AND RECOGNITIONS:

ITQSM Accredited & International Partnered Professional Academies.

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

PROFESSIONAL FACULTIES:

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working

professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.

GEPEA (Global Educational & Professional Excellence Academy)

*In case any query, please feel free to contact us via E-Mail:
gepea.official@gmail.com , office@gepea.eu or visit Website: www.gepea.eu or
www.gepea.education*