

Short Course Module - AUCKLAND

STAKEHOLDER AND CUSTOMER RELATIONSHIP MANAGEMENT

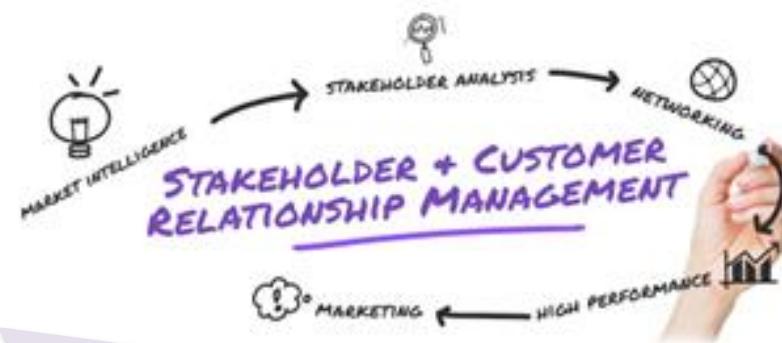
Thursday 28th May 2015



The Academy of Constructing Excellence

| Key Factors | Details |
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| Module Name | Stakeholder and Customer Relationship Management |
| Level | Level 6 (NZQA Framework) |
| Where | NZIM, 4th Flr, Phillips Fox Tower, 209 Queen St, AUCKLAND |
| Brief Description of Module Content | <p>The module provides an introduction to the basic principles of Stakeholder Management and Customer Relationship Management and application to the management process within corporate enterprises. The module provides a strategic approach to stakeholder and customer relationship management towards:</p> <ul style="list-style-type: none"> • Creating happier customers and stakeholders • increasing customer retention • winning more repeat business |
| Aims and Objectives | Upskill individuals in how to understand and develop better relationships with Clients and Stakeholders. |
| Learning Outcomes | <p>On completion of the module, participants will be able to:</p> <ul style="list-style-type: none"> • Demonstrate understanding of the core body of knowledge relating to Stakeholder & Customer Relationship Management • Use Customer Analysis Matrix, • Identify moments of truth and develop a moments of truth action plan, • Recognise customer needs, • Develop a Customer Key Account Management Plan. • Develop a Stakeholder Management Plan, based on the SWAN matrix <p>Participants will receive an ACE Certificate of achievement on completion. In addition, credits towards the Diploma on Managerial Excellence are achievable upon the submission of an assignment.</p> |

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| Lecturers | <p>Amanda Warren, Constructing Excellence NZ.</p> <p>Amanda is a leading expert in Customer Excellence in Construction and has played a key role in establishing significant performance improvement in Construction Client and Supply Chain organisations across New Zealand.</p> <p>She regularly carries out in-depth customer analysis and face to face surveys for a wide range of construction organisations giving her a unique insight into customer and stakeholders wants and needs.</p> |
| Time Req. | 1 day |
| Dates | <p>28th May - 9am to 4.30pm.</p> <p>*Lunch and refreshments provided.</p> |
| Investment | \$600 plus GST – 2 for 1 for CCG members & ACE Alumni |
| More Info | www.constructing.co.nz/Events |



“Listening to those that have attended the course there are some remarkable examples of where they have applied the knowledge back in their day to day work, in-fact some of the stories are quite spectacular.”

– Mark Johnson, NZTA

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| Name (s) | 1. 2. |
| Role (s) | 1. 2. |
| Company | |
| Tel: | |
| Email: | |
| Address for Invoice | |
| Signature & Date | |

Please email or post to:

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*Payment is required on 7day invoice at course acceptance. *Cancellation is accepted with full refund up to 48 hours before the event. *Within 48 hours of the event will result in a credit for a future course.