



Caring for the Customer

(24th February, 2018 at NPO-Lahore)

This one day course is designed for Owners of SMEs, Marketing managers and marketing staff in SMEs, other managers in SMEs & for everyone in an organization as customer care is a responsibility of every person in an organization.

OVERVIEW:

National Productivity Organization, Ministry of Industries & Production announces internationally recognized Training Program on “**Caring for the Customer**” in collaboration with Business Edge (an innovation of International Finance Corporation (IFC) a member of the World Bank Group) at Lahore. The training shall be conducted by IFC Business Edge certified resource persons.

LEARNING OBJECTIVES:

After attending the course, participants will be able to:

- Explain the reasons for caring for customers;
- Define who the customers of an organization are
- Apply some techniques to serve customers better.
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COURSE CONTENTS:

The course includes three sessions as follows.

Session 1 - Understanding the importance of the customers.

Session 2 - Identifying who the customers are.

Session 3 - Learning what is caring for the customer.

Session 4 - Managing for customer satisfaction.

Registration Deadline

22nd February

Open discussion

Case study

Self-assessment

Mini-lecture

Learning games

Fee: PKR 6000/- Only

(Fee includes Course Material, daily Lunch & Tea and IFC Certificate)

Timing: 09:00 AM – 03:30 PM

Venue: NPO Office, Lahore 234-Ferozpur Road, PITAC Building

For Registration Please Contact

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RESOURCE PERSON: Ms. Rabia Jamil

Human Resource Development Specialist with an extensive experience of working with a variety of companies focusing on productivity enhancement and organizational development through training and consulting. She has been progressively involved in various Human Capital Development; Talent Management & Research Initiatives; working with a diverse group of organizations/individuals with a strong emphasis on Performance Management, Strategic HR, Change Management, Organizational Behavior, Personal Productivity Skills etc. She is an IFC Trainer for BE programs for SMEs. Her ample knowledge with respect to HRD, Entrepreneurship, Quality & Productivity and Lean Tools makes her one of the seasoned trainer and consultant.