

OTHM Diploma

Customer Relations and the Business Environment

The OTHM Diploma Paper in Customer Interface and the Business Environment is one of 3 papers of Part II of the OTHM Diploma. This course assumes knowledge gained in the OTHM Certificate.

Aims and Objectives

The module aims to provide participants with:

- Understanding of customer care
- Adequate communication skills
- Ability to work as a team member
- Ability to sell products or services
- Understanding of promotion and customer interfacing
- Understanding of the nature of purchasing decisions
- Ability to evaluate methods of CRM
- Appreciation of the legal environment of the customer interface

Learning Outcomes

At the end of the module students will be able to:

- Impart information appropriate to needs of different types of customer
- Handle day to day dealings with customers
- Constructively resolve problems raised by customers
- Understand the principles of good communication including clarity of expression and good listening skills
- Understand effective use of standard means of communication including email, telephone FAX and face-to-face.
- Present self well in a commercial environment
- Understand importance of team working

- Behave as an effective team member
- Understand concept of a target market and segmentation variables
- Understand the selling process
- Evaluate different promotion mixes for different situations
- Understand nature of communication with different categories of stakeholder
- Discuss principles of customer relationship management
- Understand factors affecting purchasing decisions
- Identify local legislation governing the customer interface