

Client and Customer Relations

Section B.41

9/18/2020

Certificate (1227)

705.759.6700 : 1.800.461.2260 : www.saultcollege.ca : Sault Ste. Marie, ON, Canada



PROGRAM OVERVIEW

This online certificate provides learners with strategies, approaches, and techniques to enhance client relations and enable customer service excellence. Graduates of the program will have the tools necessary to build a quality service delivery team and develop positive lasting relationships with internal and external clients and customers, while also being prepared to identify, mitigate and avoid confrontational situations.

ADMISSIONS

MINIMUM ACADEMIC REQUIREMENTS

Ontario Secondary School Diploma (OSSD), or equivalent, or 19 years of age or older

Students must successfully complete all courses within 7 years of acceptance into the program in order to graduate

Students must obtain a G.P.A. of 2.0 or 60% or higher to obtain this certificate

CAREER PATHS

For more details on related occupations, job market information and career opportunities, see the Government of Canada website: <https://www.jobbank.gc.ca/>

CERTIFICATIONS

Upon successful completion of the online Client and Customer Relations certificate program, students will obtain a Sault College certificate.

PROGRAM OF STUDY

SEMESTER 1

OEL1321-2 Customer Service & Ethics
OEL1322-3 Developing Client Service Teams
OEL1323-3 Management Principles
OEL1324-3 Strategies for Fostering Client Loyalty
OEL1325-2 Creating a Corporate Service Culture
OEL384-3 Building and Maintaining Customer Relationships
OEL851-2 Human Relations

Course Descriptions

Semester 1

Customer Service & Ethics (OEL1321) (2 credits)

You will focus on topics pertaining to customer service and the achievement of equity in various social and

work settings, including, but not limited to, race, gender, ethnicity and social orientations. This course will enable you to identify possible strategies for empowerment in the workplace.

Developing Client Service Teams (OEL1322) (3 credits)

Students explore the economics of client value and the importance of building a quality service delivery team that ensures that service is provided in a stellar fashion and that employees buy into corporate culture and strategies that deliver the bottom line stakeholders are hoping to achieve.

Management Principles (OEL1323) (3 credits)

Focus is placed on the development of modern management; organizational theory; the processes of planning, organizing, directing, and controlling; communications; behavioural strategies and techniques; ethical and social responsibilities in the practice of management; and an overview of human relations.

Strategies for Fostering Client Loyalty (OEL1324) (3 credits)

Goods and services are no longer an adequate basis for establishing relationships with clients because they attach an emotional connection to the products they use and to the businesses at which they shop. Students explore insights and ideas in order to create lasting and genuine customer relationships that withstand the competitive overtures of other companies. They explore the process of developing and sustaining client relationships that establish an emotional connection, manage difficult relationships, (such as those that take place via technology or at great distances) and help to determine the pulse of client relationships.

Creating a Corporate Service Culture (OEL1325) (2 credits)

Students review the basics of corporate culture and how corporate culture impacts on customer service. Areas of study include service environment, organizational openness and influencing others to adopt a service culture. As a project, students learn to create a customer service culture action plan based on identifying gaps between current and desired practices.

Building and Maintaining Customer Relationships (OEL384) (3 credits)

In this course, you will develop an understanding of customer service and the skills associated with understanding the needs of customers, meeting those needs, and fostering an environment that encourages customers to return.

Human Relations (OEL851) (2 credits)

What makes people tick and how to keep them going! Human Relations will improve your understanding of people. You will discuss motivation, handling conflict, delegation, building morale and more. Studying these topics will give you practical insights into handling people more effectively and improve your overall performance.