

# HRODC Training Institute



## Client or Customer Care Course or Seminar

Leading to

**DIPLOMA - POSTGRADUATE IN**  
Client or Customer Care

Accumulating to A Masters Degree

**MA – MBA – MSc**



<i>Wolverhampton (HQ)</i>		<i>London Office</i>
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<b>HRODC Training Institute</b>		

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### **HRODC Training Institute - UKRLP Registration**

HRODC Training Institute is Registered with the UK Register of Learning Providers (UKRLP), of the Department for Innovation, Universities and Skills (DIUS). Its Registration Number is: 10019585 and can be Verified at: <http://www.ukrlp.co.uk/> and <http://www.learning-directory.co.uk>. It is Listed in Skills Active: <http://www.skillsactive.com/careers>; Careers Advice: <http://careersadvice.direct.gov.uk>; Direct Gov: <http://careersadvice.direct.gov.uk>; Hotcourses: [www.hotcourses.com](http://www.hotcourses.com); Employer Guide to Training: [www.educationuk.org](http://www.educationuk.org); Learning Bank: <http://www.learning-bank.co.uk/>; Yorkshire & Humberside LSC Website: <http://www.yhtap.com/>; WM Learning Directory: <http://www.wmld.org> and other Government Training and Learning Directories.

HRODC TRAINING INSTITUTE IS A DIVISION OF HRODC LTD. REGISTERED IN ENGLAND NO. 6088763. V.A.T. REG. NO. 8958 765 38

**PROF. DR. R. B. CRAWFORD - DIRECTOR HRODC TRAINING INSTITUTE**

PhD (London), MEd.M. (Bath), Adv. Dip. Ed. (Bristol), PGCIS (TVU), ITC (UWI), MAAM, MAOM, LESAN, MISGS. Visiting Prof. P.U.P.

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## COURSE PRESENTER:

### Prof. Dr. R. B. Crawford

- PhD (London),
- MEd. M. (Bath),
- Adv. Dip. Ed. (Bristol),
- PGCIS (TVU),
- ITC (UWI),
- Member of the Asian Academy of Management - MAAM,
- Member of the International Society of Gesture Studies - MISGS
- Member of the Academy of Management - MAOM,
- LESAN,
- Visiting Professor Polytechnic University of the Philippines - PUP

**Seminar runs from** 9:30 to 4:30 pm, but starts at 9:00 on the first day

**Location:** HRODC Training Centre - Central London – UK.

**Dates:** Schedule attached or at:

#### *Schedule - Part 1:*

[http://www.hrodc.com/HRODC\\_Seminar\\_Schedule\\_06-07.International\\_Seminar\\_Schedule\\_UK\\_Seminars.htm](http://www.hrodc.com/HRODC_Seminar_Schedule_06-07.International_Seminar_Schedule_UK_Seminars.htm)

#### *Schedule - Part 2:*

[http://www.hrodc.com/London\\_Postgraduate\\_Courses\\_Postgraduate\\_Diploma\\_Postgraduate\\_Executive\\_MBA\\_Schedule\\_MBA\\_Diploma\\_London\\_UK.htm](http://www.hrodc.com/London_Postgraduate_Courses_Postgraduate_Diploma_Postgraduate_Executive_MBA_Schedule_MBA_Diploma_London_UK.htm)

**Click to book this course:** <http://www.hrodc.com/Course%20Booking%20Form.htm>

**Duration: 5 Days**

#### **Cost:**

- ◆ **£3,000.00 + V.A.T. Per Delegate for UK Delivery**
- ◆ **£3,400.00 + V.A.T. Per Delegate for Non-UK EU Delivery;**
- ◆ **£3,400.00 for Non-EU Delivery (No VAT is Payable)**

#### Cost includes:

- ❖ Servings of Tea/Coffee;
- ❖ Hot Lunch;
- ❖ Seminar Guide;
- ❖ Seminar Supplement;
- ❖ Stationery
- ❖ HRODC Diploma - Postgraduate - or

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❖ Certificate of Attendance and Participation

## Client or Customer Care Seminar or Course,

### Objectives

By the conclusion of the specific learning & development activities, delegates will be able to:

1. Demonstrate an understanding of value of front-line staff to organisational effectiveness;
2. Exhibit competence in fundamental aspects of customer/ client service - incorporating sensitivity to clients' needs;
3. Exhibit a 'functional' level of interpersonal relationship;
4. Communicate effectively with clients, colleagues, juniors and managers;
5. Demonstrate an understanding of the legal framework of client service;
6. Recall fundamental elements of the 'Sale of Goods Act 1979';
7. Recall the obligations of the retailer/ service provider under the 'Sale of Goods Act 1979'
8. Recall the obligation of the producer of goods and service, under the 'Sale of Goods Act 1979';
9. Demonstrate their ability to remain calm and courteous during unpleasant situations such as an encounter with an irate client;
10. Exhibit an understanding of the functioning of a 'client-driven organisation';
11. Exhibit an awareness of the high standard of service, which each client anticipates;
12. Demonstrate their ability to initiate improvements in client service;
13. Assist clients in solving their problems relating to products and service;
14. Illustrate their ability to manage internal and external customer/client care environments;
15. Demonstrate their expertise in leading a customer/client care team;
16. An understanding of the fundamentals of leadership and management;
17. Exhibit leadership in dealing with 'the irate customer/ client';
18. Provide examples of the legal application of 'Fitness For Purpose';
19. Demonstrate their ability to contribute to the maintenance of customer/ client loyalty;
20. Illustrate their understanding of the need to Empower Front-line Staff to Redress 'Dissatisfactory Client/ Customer Situations';
21. Exhibit a willingness to seek help and advice from colleagues and managers, when faced with difficult situations;
22. Appreciate the need to maintain a 'generalised client/ customer information system';
23. Recall the obligation of the service provider/ product retailer, and manufacturer under *The Supply of Goods and Services Act 1982*
24. Determine what constitutes a 'non-binding' contract, under *The Unfair Terms in Consumer Contracts Regulations 1999*
25. Suggest the role of the Office of Fair Trading (OFT), in dealing with consumers' complaints under *The Unfair Terms in Consumer Contracts Regulations 1999*;



26. Indicate The Powers of the Office of Fair Trading, under the *Unfair Terms in Consumer Contract Regulations 1999*
27. Determine The role of Trading Standards in dealing with consumer complaints
28. Recall important points of law in the *Unfair Terms in Consumer Contract Regulations 1999*

## Seminar Contents and Concepts

1. Who is a 'front-line staff'?
2. Who has customer/ client-relation and customer/ client-relation responsibility?
3. Value of front-line staff to organisational effectiveness;
4. Features of a Client-Driven Organisation
5. Internal & External Factors Influencing Client Behaviour
6. Client Motivation
7. Responsibility of the service provider/ goods retailer, and manufacturer under The Supply of Goods and Services Act 1982
8. How Can We Assure Clients That They Are Getting a Good Deal?
9. Working Towards Clients' Continued Accessing of Service
10. The 'Sale of Goods Act'
11. Legal Interpretation of 'Fitness For Purpose'
12. Sensitisation & Client Needs: Role Transposition
13. What To Know About Your Clients
14. Maintaining a Generalised Client Information System
15. Dealing With Sensitive Situations: Confidentiality VS Disclosure
16. Dealing With an Irate Client: Understanding Clients' Frustration
17. Improving Worker-Client Relation
18. Dealing with 'the irate customer/ client.
19. Communication: Perfecting 'The Approach' & Offering Assistance
20. Contributing to the maintenance of customer/ client loyalty
21. Empowering Front-line Staff to Redress 'Dissatisfactory Client/ Customer Situations'
22. Seeking help and advice from colleagues and managers, when faced with difficult situations
23. Dealing with conflict between client/ customer and front-line staff.
24. The responsibility of service provider/ goods retailer under *The Sale and Supply of Goods to Consumers Regulations 2002*.
25. Client Service: The Legal Environment
26. Obligations of the retailer/ service provider under the 'Sale of Goods Act 1979'
27. The responsibility of service provider/ goods retailer under *The Sale and Supply of Goods to Consumers Regulations 2002*.

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28. *The Unfair Terms in Consumer Contract Regulations 1999*
29. What constitutes a 'non-binding' contract, under *The Unfair Terms in Consumer Contracts Regulations 1999*
30. The role of the Office of Fair Trading (OFT), in dealing with consumers' complaints under *The Unfair Terms in Consumer Contracts Regulations 1999*
31. The Powers of the Office of Fair Trading, under the *Unfair Terms in Consumer Contract Regulations 1999s*
32. The role of Trading Standards in dealing with consumer complaints

## **HRODC Postgraduate Diploma and Diploma, At Postgraduate Level**

### **HRODC Postgraduate Diploma and Diploma, At Postgraduate Level: Distinction and Award**

Seminars & In-house Courses of 1 – 3 Months Duration, Lead To the HRODC Postgraduate Diploma. Seminars and In-house Courses of 2 Days & More But Less Than 1 Month Lead To HRODC Diploma, at Postgraduate Level. Attainment requirement for HRODC Postgraduate Diploma & Diploma - Postgraduate -is 50% Minimum. HRODC Certificate of Attendance & Participation will be awarded to Delegates of Seminars & Courses of less than 2 days and those gaining less than 50% pass in the Postgraduate Diploma or Diploma - Postgraduate -Seminars and In-house Courses.

Individual Modules and Blocks of HRODC Postgraduate Diploma can be taken studied over a 3-year period, anywhere in the world that they are offered. All modules or Blocks, in the case of the Postgraduate Diploma in Executive Management, must have been studied, with Delegates gaining 50% and above in at least 70% of the modules or blocks. To achieve the attainment level required for the Award of HRODC Postgraduate Diploma in Communication and Information Management, delegates should achieve a minimum of 50% pass in at least 70% of the modules. Module one will be treated as a double-unit and assessed in 2-parts, while module 3 will be regarded as 4 units, assessed in 4 distinct parts. There are, therefore 10 units, for assessment purpose, requiring at least a pass in 7 units, at 50% or higher. The assessment will be facilitated by the issuance of bound copies of course guides and course supplement (possibly combined), at the beginning of the training.



Delegates who fail to achieve the requirement for HRODC Postgraduate Diploma, or Diploma - Postgraduate -will be given support for 2 re-submissions. Those delegates who fail to achieve the

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requirement for the Postgraduate Diploma or Diploma - Postgraduate -on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation. All seminar guides and course guides will indicate which activities will count towards HRODC Diploma.

### **Title Examples of HRODC Postgraduate Diploma and HRODC Diploma, at Postgraduate Level**

HRODC Postgraduate Diploma Course or Seminar Titles include: *HRODC Postgraduate Diploma in Human Resource Management*; *HRODC Postgraduate Diploma in Comprehensive Human Resource Management*; *HRODC Postgraduate Diploma in Executive Management*; *HRODC Postgraduate Diploma in Comprehensive Real Estate Management*; *HRODC Postgraduate Diploma in Women in Management*; *HRODC postgraduate Diploma in Comprehensive Project Management*; *HRODC Postgraduate Diploma in Communication and Information Management*.

HRODC Diploma - Postgraduate -Course or Seminar Titles include: *HRODC Diploma - Postgraduate -in Financial Risk Management*; *HRODC Diploma - Postgraduate -in Judging Economic and Financial Crimes*; *HRODC Diploma - Postgraduate -in UK Legal System: Court Organisation and Management*; *HRODC Diploma - Postgraduate -in Organisational Change Management*; *HRODC Diploma - Postgraduate -in Client Or Customer Care*; *Leading to HRODC Diploma - Postgraduate -in Trainer Training: Training for Trainers*; *HRODC Diploma - Postgraduate -in Worker Motivation*; *HRODC Diploma - Postgraduate -in Employee Resourcing: Recruitment and Selection*; *HRODC Diploma - Postgraduate -in Diversity Management*; *HRODC Diploma - Postgraduate -in Research Project Management*; *HRODC Diploma - Postgraduate -in Anti-Dumping and Anti-Subsidy*; *HRODC Diploma - Postgraduate -in Internal Audit*; *HRODC Diploma - Postgraduate -in Fundamentals of Automotive Industry*; *HRODC Diploma - Postgraduate -in Advanced Project Management*; *HRODC Diploma - Postgraduate -in Productivity Improvement*; *HRODC Diploma - Postgraduate -in Introduction to Real Estate Management*; *HRODC Diploma - Postgraduate -in Conveyancing and Property Valuation*; *HRODC Diploma - Postgraduate -in UK Employment Law*; *HRODC Diploma - Postgraduate -in UK Consumer Law*; *HRODC Diploma - Postgraduate -in ISO 9000 Quality Systems*; *HRODC Diploma - Postgraduate -in Modern Quality Systems*; *HRODC Diploma - Postgraduate -in Modern Quality Systems and ISO 9000*; *HRODC Diploma - Postgraduate -in Personnel and Occupational Testing*; *HRODC Diploma - Postgraduate -in Personnel and Occupational Test*



*Questionnaire Design and Results Analysis; HRODC Diploma - Postgraduate -in Information, Risk and Security Management; HRODC Diploma - Postgraduate -in Executive Leadership and High Performance Team Management; HRODC Diploma - Postgraduate -in Organisational Design: Structuring and Restructuring Organisations; HRODC Diploma - Postgraduate -in Investment Projects in Industrial Sector; HRODC Diploma - Postgraduate -in Industrial Investment Performance Evaluation; HRODC Diploma - Postgraduate -in Strategic Management and Project Management; [HRODC Diploma - Postgraduate - in Fundamentals in Oil and Gas Accounting](#); HRODC Diploma - Postgraduate -in Advanced Financial Accounting; HRODC Diploma - Postgraduate -in Advanced Cost Management; HRODC Diploma - Postgraduate -in Assessing Parenting Capability and Children's Need; and Recording & Report Writing For Social Service; HRODC Diploma - Postgraduate -in Strategic Management and Strategic Cost Management; HRODC Diploma - Postgraduate -in Strategic Management Accounting; [HRODC Postgraduate Diploma - Postgraduate - in Advanced Budgeting](#); HRODC Diploma in Fundamentals of Air Cargo; Advance Oil and Gas Accounting (1) Course, Leading to HRODC Diploma – Postgraduate in Oil and Gas Accounting (1); Advance Oil and Gas Accounting (2) Course, Leading to HRODC Diploma – Postgraduate in Oil and Gas Accounting (2); Advance Oil and Gas Accounting (3) Course, Leading to HRODC Diploma – Postgraduate in Oil and Gas Accounting (3)*

## HRODC Postgraduate Diploma Typology

HRODC would like to initiate and maintain a typology that will distinguish between its 3 main categories of Postgraduate Diploma:

1. HRODC General Postgraduate Diploma
2. HRODC Specialist Postgraduate Diploma
3. HRODC Cumulative Postgraduate Diploma

HRODC General Postgraduate Diploma refers to the Postgraduate Diploma, which consists of generic courses, taken within a three-year period.

HRODC Specialist Postgraduate Diploma must be construed to mean a Postgraduate Diploma that consists of related courses. These include: *HRODC Postgraduate Diploma in Human Resource*



*Management; HRODC Postgraduate Diploma in Comprehensive Human Resource Management; HRODC Postgraduate Diploma in Executive Management; HRODC Postgraduate Diploma in Comprehensive Real Estate Management; HRODC Postgraduate Diploma in Women in Management; HRODC postgraduate Diploma in Comprehensive Project Management; HRODC Postgraduate Diploma in Communication and Information Management.*

HRODC Cumulative Postgraduate Diploma relates to a Diploma that is granted through the addition of courses taken at intervals over a 3-year period. This type of Postgraduate Diploma might include both General and Specialist groupings. The requirement incorporates the '180-HourRule', wherein a delegate should accumulate at least 180 study-hours, in order to qualify for a Postgraduate Diploma. This requirement includes a minimum of 120 hours Direct Lecturer Contact and a minimum of 60 hours supervised or self-directed study.



### **HRODC's Quality Assurance**

The 50% minimum attainment requirement for the HRODC Postgraduate Diploma and HRODC Diploma - Postgraduate -is an attestation to our concern for quality and exceptional performance. This 'standard' is in line with most British Universities, some having recently moved away from their traditional 40% attainment requirement. One of the several ways in which HRODC assures academic and professional quality is to ensure that most of its consultants hold a PHD in the their areas of specialism. The lowest qualification of any consultant at HRODC is an MA and, or, MSc. These qualifications are in addition to relevant experience and continuous development. While most applicants to HRODC Postgraduate Diploma and HRODC Diploma - Postgraduate -Programmes are holders of Undergraduate and Postgraduate Degrees, some being Professors of internationally renowned Universities, others do not hold a degree but have substantial work and life experience to excel in the courses. In addition, HRODC has instituted the '180-HourRule', wherein a delegate should accumulate at least 180 study-hours, in order to qualify for a Postgraduate Diploma. This requirement includes a minimum of 120 hours Direct Lecturer Contact and a minimum of 60 hours supervised or self-directed study. Specialist Diploma such as the HRODC 'Postgraduate Diploma in Executive Management' consists of 540 hours.



## HRODC's London Training Centre

Many National and International Delegates attending HRODC's Seminars in London would also like to enjoy the City's delights. It is for this reason that our London Training Centre is strategically located, in Greenwich London.

The location of HRODC's London Training Centre is specifically chosen because of:

- \* Its easy access to public transport –
- \* Buses;
- \* Trains;
- \* London Underground (Tube);
- \* Dockland Light Railway (DLR)
- \* East London Line
- \* Its wide choice of accommodation

The great variety of:

- \* Restaurants - a selection of Latin American, English, Tai and Chinese Restaurants, Cafes – even a Starbucks (Coffee Café) and McDonald's Restaurant.
- \* Shopping centres,
- \* Places of entertainment, including a Multiplex Cinema
- \* An Antique Market and
- \* Its easy access to The Famous Cutty Sark Ship, housing a museum and café
- \* Choice of Souvenir shops
- \* Its proximity to The Greenwich Observatory

Its central location, providing ease of access to:

- \* Central London
- \* Canary Wharf – A Brilliant Shopping and Gastronomic Centre;
- \* Greenwich Shopping Centre, with several Designer Outlets;
- \* Heathrow Airport
- \* Gatwick Airport
- \* City Airport
- \* Stansted Airport
- \* Leicester Square
- \* Piccadilly Square
- \* Its close proximity to major London attractions such as:
- \* Madame Tussauds
- \* London Eye
- \* Millennium Dome – Now housing occasional festive events such as Greenwich Festival and 'Respect Festival'
- \* River Boat Rides
- \* London Original Bus Tours
- \* Harrods Superstore
- \* Several Museums
- \* Nightclubs

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\* The popularity of the area as a tourist venue

**Please note that HRODC Ltd. is in the process of acquiring a new training centre. In the meantime, the Conference Facilities of a Greenwich Hotel is being utilised as a temporary venue for its training activities.**

### Greenwich Generally

Greenwich London UK is a historic City, with Greenwich Shopping Centre, for Designer Products, and Canary Warf Shopping Centres in close proximity. There is a Multiplex Cinema, local Cinema and Cruises on the River Thames. It is with easy reach of Leicester Square and Piccadilly Square, near to West End Theatres. Greenwich hosts the 'International Dateline', and is the home of the famous Millennium Dome and National Observatory. Here is a link to the London Underground (Tube) Map, which might be of help in preparing for your visit to London:

[http://www.hrodc.com/London\\_Underground\\_Map\\_London\\_Tube\\_Map.Map\\_of\\_London\\_Underground.htm](http://www.hrodc.com/London_Underground_Map_London_Tube_Map.Map_of_London_Underground.htm)

### Some Locations of HRODC's Seminars or Public Courses

These seminars are scheduled to be delivered in international locations including Munich Germany, Durban South Africa, Johannesburg South Africa, Malta, Hong Kong, Muscat Oman, Kuwait City Kuwait, Brunei Darussalam, Kuala Lumpur Malaysia, Lagos Nigeria, Abuja Nigeria, Manila Philippines, Kathmandu Nepal, Mumbai India, Damascus Syria, Port Louis Mauritius, Jeddah, Saudi Arabia, Riyadh Saudi Arabia, Dubai UAE, United Arab Emirates, Paris France, Rome Italy, Athens Greece, Albania, Kazakhstan, Tajikistan, St. Petersburg Russia, Toronto Canada, New York USA, Caracas Venezuela, Algiers Algeria, Cairo Egypt, Kingston Jamaica, Tripoli Libya, Harare Zimbabwe, Brussels Belgium, Monrovia Liberia, Tamilnadu India, Nairobi, Kenya.

### Course Admission and Registration:

As an Award-bearing Postgraduate Course, it is essential that we assess the aptitude of our potential participants. We, would, therefore appreciate if you might complete our standard Postgraduate Application Form, which is available on request (please see our contact details above), or downloadable from:

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<http://www.learning-bank.co.uk/>; Yorkshire &  
Humburside LSC Website: <http://www.yhtap.com/>;  
WM Learning Directory: <http://www.wmld.org> and  
other Govt. Training and Learning Directories. It offers  
Full-Time, On-Line & Intensive Postgraduate Courses

[http://www.hrodc.com/Brochure\\_Download\\_Centre.Company\\_Brochures\\_Seminar\\_Brochures\\_Seminar\\_Schedule.htm](http://www.hrodc.com/Brochure_Download_Centre.Company_Brochures_Seminar_Brochures_Seminar_Schedule.htm)

If your previous qualifications and experience are in line with our admission criteria, you will be sent an official notification of your admission to the course or courses for which you have applied, along with a Proforma Invoice, for the payment of the relevant fees. You will then be duly registered for the course/s as soon as we have received your payment.

## Terms and Conditions

**HRODC Policy Terms and Conditions are Available for viewing at:**

<http://www.hrodc.com/COSTS.htm>

**Or Downloaded, at:**

[http://www.hrodc.com/Brochure\\_Download\\_Centre.Company\\_Brochures\\_Seminar\\_Brochures\\_Seminar\\_Schedule.htm](http://www.hrodc.com/Brochure_Download_Centre.Company_Brochures_Seminar_Brochures_Seminar_Schedule.htm)

**Professor Dr. R. B. Crawford – Director HRODC Training Institute.**

