



DURATION

eLearning	2 - 3 hours
Classroom	2 days



DELIVERY CHANNEL

Blended



eLearning Course Lessons

- 1 Relationship Building
- 2 CON²ECT: Connect with Customer
- 3 CON²ECT: Open Dialogue
- 4 CON²ECT: Note²
- 5 CON²ECT: Explain Solution
- 6 CON²ECT: Complete Request
- 7 CON²ECT: Transition and Show Appreciation

Blended

Building Customer Connections

STRENGTHEN PERSONAL BANKING RELATIONSHIPS ONE CONVERSATION AT A TIME

COURSE OVERVIEW & BENEFITS

In today's competitive personal banking environment, your associates are playing an increasingly important role in whether or not consumers choose your organization for a long-term relationship.

Building Customer Connections (BCC) teaches personal bankers and branch managers how to have meaningful conversations that build loyal relationships and earn additional business for your financial institution.

This blended learning solution begins with a short eLearning course that introduces participants to the six-step CON²ECT Customer Experience Model. When they learn about each step, participants are provided with a demonstration of "what good looks like." As they reach the model's final steps, they are also introduced to the Handling Objections Model and TAG Additional Needs Model, both of which help participants take conversations to the next level in ways that demonstrate genuine concern for the customer's financial success.

After they've completed the eLearning course, participants are eligible to attend the two-day Building Customer Connections: Skills Application Lab. During this facilitated training event, participants—having familiarized themselves with the models ahead of time—are able to devote nearly 100% of their time to practice.

Building Member Connections, a credit union-focused version of this course, is also available.

LEARNING OBJECTIVE

Learn how to conduct memorable, engaging conversations that skillfully address the customer's immediate need and uncover additional needs that your financial institution can meet.

COMPETENCIES GAINED

Participants will be able to:

- Increase customer satisfaction, retention and loyalty by engaging and bonding with customers
- Ask effective questions to explore the customer's immediate need and uncover additional needs
- Follow a model to "TAG" additional needs so that they can be addressed either during or after the customer's initial visit
- Explain solutions by linking the customer's needs to the right products and identifying the relevant benefits of those products
- Handle objections in a way that acknowledges the customer's reservations and demonstrates commitment to customer satisfaction

TARGET AUDIENCE

BCC is suitable for branch managers, personal bankers and sales and service associates.

Contact us for more information at: elearning@moodys.com