MARKETING & CUSTOMER EXPERIENCE / PM-MAR-003

Customer Relationship Practice

COURSE OVERVIEW

This programme develops a working approach to customer relationship practice in the context of customer needs and service outcomes. Participants move from understanding the main concepts to examining a case, testing alternatives and explaining a practical recommendation. The three modules focus on customer records, account planning and follow-up. Examples are selected after the training brief so that they reflect the responsibilities and experience of the participant group.

LEARNING OBJECTIVES

1. Explain the role of customer records and identify the information required for a reliable assessment.

2. Use a structured worksheet to examine account planning and compare reasonable alternatives.

3. Identify assumptions, missing evidence and implementation concerns related to follow-up.

4. Prepare a customer improvement proposal and success measures for discussion with a marketing or customer-service team.

5. Translate the exercise into a workplace action plan with owners, review points and measurable progress.

WHO BENEFITS

Marketing and account teams: apply customer records to their responsibilities through a guided case and a course-specific worksheet. Customer-service supervisors: apply account planning to their responsibilities through a guided case and a course-specific worksheet. Customer-experience and research professionals: apply follow-up to their responsibilities through a guided case and a course-specific worksheet.

DELIVERY AT A GLANCE

Indicative format: three learning days, one module per day. In-house and live online options. English or Arabic delivery is subject to a suitably qualified instructor. Shorter executive sessions may be scoped separately. Fees are quoted after the brief.

PRACTICAL LEARNING PLAN

Day 1: Customer records

Map a current situation involving customer records; separate facts from assumptions and identify questions that need clarification.

Method: short concept discussion, guided worksheet, group comparison and instructor feedback.

Day 2: Account planning

Compare two approaches to account planning; explain the expected benefits, limitations and information gaps.

Method: short concept discussion, guided worksheet, group comparison and instructor feedback.

Day 3: Follow-up

Develop an action plan for follow-up; assign responsibilities and agree how results should be reviewed.

Method: short concept discussion, guided worksheet, group comparison and instructor feedback.

APPLIED EXERCISE

Working as a marketing or customer-service team, participants receive a fictional workplace scenario with incomplete information. They identify evidence gaps, compare alternatives and prepare a customer improvement proposal and success measures. Assessment focuses on reasoning, assumptions and a clear explanation of the proposed next step.

PARTICIPANT TAKEAWAYS

A completed case worksheet, a topic checklist and a personal workplace action plan. Materials are educational; no professional accreditation, licence or examination award is implied.

PROPOSED DELIVERY WINDOWS

These are indicative dates for expressions of interest, not confirmed events. No venue or instructor booking is represented. Each option requires a written quotation, suitable instructor, venue agreement and sufficient enrolment before confirmation. Do not make travel arrangements on the basis of this brochure.

Location / format	Start	End	Status
Muscat, Oman / In person	23 Nov 2026	25 Nov 2026	Proposed
Dubai, UAE / In person	28 Dec 2026	30 Dec 2026	Proposed
Live online / Online	01 Feb 2027	03 Feb 2027	Proposed

TAILORING THE PROGRAMME

Before delivery, agree the participant profile, priority problems, language, format, duration and expected outputs. Relevant examples can be adapted to energy and related sectors. Specialist legal, engineering, tax, certification or technical verification matters require appropriately qualified professionals under a separately agreed scope.

REQUEST AN OFFER

Share the course code, organisation, participant count, preferred delivery option and learning priorities. PetroMargin will clarify the brief before issuing a delivery proposal.

PetroMargin Commercial Advisory

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