SERVICE MARKETING & RELATIONSHIP MANAGEMENT COURSE

Introduction

Service Marketing & Relationship Management is an executive-level programme designed to equip marketing, customer experience, sales, operations and business leaders with the capabilities required to market intangible services, create superior service experiences and build profitable long-term customer relationships. Unlike physical products, services are often characterized by intangibility, variability, inseparability and perishability. These characteristics create unique marketing and management challenges. Customers frequently evaluate a service not only by its technical outcome but also by the quality of interactions, responsiveness, reliability, convenience, communication and overall experience. The programme examines how organizations can develop effective service marketing strategies covering service positioning, customer expectations, service quality, pricing, service delivery, employee behaviour, digital service channels and relationship development. Participants explore how marketing and service delivery must work together because the customer's experience is often shaped by what employees do, how processes operate and how quickly problems are resolved. The course also focuses on relationship marketing, helping organizations move beyond individual transactions toward customer retention, loyalty, customer lifetime value, personalization, customer engagement and account development. Particular attention is given to service organizations such as banks, insurance companies, telecommunications firms, hotels, hospitals, educational institutions, professional services, government agencies, transport providers, NGOs and technology companies.

Course Objectives

- Understand the distinctive characteristics of service marketing.
- Develop customer-focused service marketing strategies.
- Analyze customer expectations and service requirements.

- Develop effective service positioning and value propositions.
- Apply the extended marketing mix to service organizations.
- Improve service quality and consistency.
- Align employees and internal processes with customer expectations.
- Manage service encounters and customer touchpoints.
- Develop effective relationship marketing strategies.
- Strengthen customer retention and loyalty.
- Apply CRM and customer intelligence to relationship management.
- Manage customer complaints and service recovery.
- Develop digital and omnichannel service marketing strategies.
- Measure service quality, satisfaction and relationship performance.
- Increase customer lifetime value and long-term relationship profitability.

Course Modules

> Module 1: Foundations of Service Marketing
- Nature and characteristics of services
- Differences between product and service marketing
- Service value creation and customer expectations
- Strategic role of service marketing

> Module 2: Service Strategy, Positioning & Value Proposition
- Developing service marketing strategies
- Service positioning and differentiation
- Customer-focused service value propositions
- Competitive advantage in service markets

> Module 3: The Extended Service Marketing Mix
- Product, price, place and promotion in services
- People and employee influence on service delivery
- Process design and service accessibility
- Physical evidence and service environment

> Module 4: Customer Expectations, Behaviour & Service Experience
- Understanding service customer behaviour
- Customer expectations and perceived value
- Service encounters and moments of truth

- Customer journey and touchpoint management

> Module 5: Service Quality & Excellence Management
- Dimensions and principles of service quality
- Service standards and performance expectations
- Measuring service quality and customer satisfaction
- Continuous service improvement

> Module 6: Internal Marketing, Employees & Service Culture
- Internal marketing principles
- Employee engagement and service behaviour
- Empowerment and frontline decision-making
- Building a customer-centric service culture

> Module 7: Relationship Marketing & Customer Engagement
- Principles of relationship marketing
- Customer engagement and relationship development
- Personalization and relationship communication
- Building trust and long-term customer value

> Module 8: CRM, Retention, Loyalty & Customer Value
- Customer Relationship Management systems
- Customer retention and churn management
- Loyalty strategies and customer advocacy
- Customer Lifetime Value and relationship profitability

> Module 9: Service Recovery, Complaints & Relationship Management
- Customer complaint management
- Service recovery strategies
- Managing difficult customer situations
- Turning service failures into relationship opportunities

> Module 10: Digital Service Marketing, Analytics & Future Trends
- Digital and omnichannel service marketing
- Social media and online relationship management
- Service analytics, KPIs and customer intelligence
- AI, automation and the future of service relationships