

Customer Relationship Management

Duration: 21 Half Days

Course Description:

In this era of hyper-competition, customer relationships are critical for the success of a business. Effective customer management helps to maintain a high touch in this high-tech environment. Customer Relationship Management (CRM) is the process of building and maintaining profitable customer relationships by delivering superior value and higher satisfaction to the customer. CRM acts as a source of competitive advantage and can also be a good brand differentiator in the crowded marketplace. By focusing on process, strategy, and technology, this course examines CRM as a strategic process that will help the participants to develop and nurture customer relationships through a deepened understanding of the concepts and best practices of CRM. The participants will learn to create effective customer management and loyalty programs in different industries.

Course Objectives:

At the end of the course, participants will be able to:

- Understand the importance of customer experience
- Emphasize on the importance of acquiring customers and retaining them for a lifetime
- Construct an effective CRM program
- Exhibit good knowledge of CRM strategies and marketing tools

Target Audience:

The program is intended for Sales and Marketing professionals, managers in financial services, hospitality, retailing, telecommunications, and IT services, and CEOs of small and medium enterprises.

Course Outlines:

- Importance of CRM
- Importance of customers
- Customer Acquisition
- Customer expectations and perceptions
- Customer Satisfaction and Retention
- Relationship Marketing
- Key Account Management
- Relationship Scorecard
- Customer's Lifetime Value and Customer Loyalty
- CRM Implementation
- Brand differentiation and positioning through CRM
- Right Message-Right Customer

REGISTER NOW!

training@trends.com.ph
(+632) 8863-2123
www.trendssacademy.com.ph