



ADVANCED Customer Relationship Management (CRM)

Course Introduction:

Company's e-business prospects are often derailed by poor customer support because companies don't understand the frantic pace of Internet time. Procurement, fulfillment, and post-sale support can be severely crippled by poor communication channels. Customer Relationship Management explains the circular relationship between suppliers, technology, and customers, which together provide the infrastructure for customer support in an e-business environment.

Managing relationships with customers has become a critical organizational competency. Get winning strategies for acquiring and retaining customers by leveraging the latest advanced technologies. This course will teach you how to select the right tools for your business-- so it can grow today--and on into the future. Lagging means lost customers, which means damage to the bottom line. But how do you not lag when customers are moving lightning fast to demand constant changes in the speed to complete their transactions? How do you keep your customers when the move to another company is nothing more than a mouse click and a minute away?

CRM is the answer. Customer Relationship Management, a strategy that leverages very advanced technologies is the way to cut to the 21st Century business chase.

Course Objectives:

By the end of the program, participants will be able to:

- Articulate why Customer Relationship Management (CRM) is essential for attracting, retaining and growing loyal customers.
- Determine the uses and objectives of a CRM system.
- Recognize best practices in implementing a CRM strategy.
- Apply CRM for improving marketing, sales, customer service, and customer contact.
- Use Social CRM to drive collaboration among salespeople to increase their effectiveness.
- Appreciate different approaches to CRM that are best suited to their organizations' culture.

Who Should Attend?

Marketing ,managers, analysts and staff, sales and customer care managers and supervisors as well as interested members of the team involved in designing applications for the organization's CRM system.

Course Outline:

CRM Overview

- Definitions of CRM
- A Brief History of Business Data

- The Functions of CRM
 - Collecting, Organizing and Interpreting the Data
- Objectives and Benefits Sought
- Sources of Data
- The Building Blocks
- Levels of CRM Applications
- The Importance of Data Mining

Introduction to CRM

- Basic Template Architecture
- Capturing Customer Data
- Use of Simple Reports
- Most Common CRM Applications
 - For the Salesforce, Customer Service and Marketing

The Power of CRM

- **Uncovering Hidden Patterns**
 - Clustering, Association, Regression, and Prediction and Classification
- **Maximizing Customer Lifetime Value (CLV)**
 - Economics of Customer Retention
 - The Five Key Drivers of Customer Value
 - Customer Lifetime Value
- **The Recency, Frequency and Monetary Value (RFM) Method**
 - Recency, Frequency and Monetary Value Coding
 - Putting it All Together
- **Customer Value Metric**
 - Size of Wallet and Share of Wallet
- **Campaign Management**
 - Targeting New Customers: Acquisition Strategies
 - Targeting Existing Customers: Retention Strategies, Up-Selling and Cross-Selling
- **Customer Classification and Segmentation**
 - Demographic Information, RFM and Other Metrics
 - Customer Profiling and Modeling

Planning the Implementation

- **Choosing a CRM Solution**
 - Objectives and Benefits Sought
 - "Out of the Box" Functionality
 - Customization and Flexibility
 - Integration with Current Systems
 - Global Perspective
 - Price Considerations

- **How to Get Started**
- **Challenges and Lessons Learned**
- **Benefits and the Thrill of Success**

CRM in Marketing

- Relationship and One-to-One Marketing
- Cross Selling and Up-Selling
- Customer Retention and Profitability
- Customer and Business Value
- Customer Relationship Management Training for Marketers
- Sample of Software Applications in the Market

CRM and Customer Service

- Call Center and Customer Care
- Customer Satisfaction Measurement
- Customer Service Checklist for Success
- Customer Service Training
- Tools and Applications for Customer Service

Sales Force Automation

- Activity, Contact and Lead Management
- Knowledge Management
- Business Training for Sales Force
- Exposure to Applications for Sales Force Automation

Planning CRM Programs

- Developing a CRM Strategy
- CRM Business Plan
- Cost Justifying CRM
- Choosing CRM Tools and Suppliers
- Customer Relationship Management Software

Managing a CRM Project

- Implementation Checklist
- CRM Roadblocks and Saboteurs
- Looking toward the Future
- CRM Training Program and Customer Loyalty
- The New Rules of Marketing and PR
- From Social Media to Social CRM

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session