

The Building Blocks of Customer Relationship Management

Course Overview

Through this course, we will analyze the different aspects of customer relationship management (CRM) and discuss who the customers are. We will look at the key areas of CRM and how it can be integrated into an organization.

Similar to other types of review, a CRM review means that learners need to analyze technical and complicated systems. Through this single-day course, you will be presented with a lot of information sorted into the basics required to make CRM decisions, the benefits of CRM, and how you should undertake CRM.

Recommended for: Marketing and Customer Services Managers

Format: Instructor-led

Duration: One day

Learning Objectives

- Understand the terms and benefits of CRM to a company's structure and success
- Identify the different parts of a CRM plan
- Create a checklist that lets you look at CRM readiness and success
- Explain how CRM is valuable to both organizations and customers
- Look at factors that impact CRM in the biggest way



Course Outline

Unit 1: Introducing Customer Relationship Management (CRM)

- What Is CRM?
- Who Does CRM Serve
- Different Faces of CRM
- Customer Loyalty Programs
- Who is the Customer?

Unit 2: Checklist for Success

- CRM Readiness Evaluation
- Customer Privacy Issues

Unit 3: Understanding the Requirements for CRM Tools

- Requirement-Driven Product Selection
- Determining Product Functions You Need to Meet Demand

Unit 4: Considerations for CRM Tool Selection

- What CRM Functionality Do You Need?
- Getting Information In and Out

Unit 5: Strategies for Customer Retention

- Getting More from Your Current Customers
- Customer Personas

Unit 6: Building for the Future

- Roadblocks You Might Face
- Selling CRM to Colleagues

Unit 7: Homegrown Tools or Application Service Provider

- A Broad Look
- A Closer Look

Unit 8: The CRM Development Team

Unit 9: Evaluating and Reviewing Your Program

- Customer Life Cycles
- Evaluating and Reviewing CRM



www.skillsbuilderpro.com

info@skillsbuilderpro.com

United States | United Kingdom | Egypt | Saudi Arabia