

**Training Title**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Training Duration**

5 days

**Training Date**

REF ML004	Customer Relationship Management	5	15-19 July 2019	\$6,500	London, UK
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In any of the 5 star hotel. Exact venue will be informed later.

**Training Fees**

- 6,500 US\$ per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Buffet Lunch

**Training Certificate**

Define Management Consultancy & Training Certificate of course completion will be issued to all attendees.

**TRAINING OVERVIEW**

**TRAINING DESCRIPTION**

Relationship management and after sale service have been found responsible for today's businesses' success in maintaining and expanding clientele base. It is the psychology of support and confidence that make a customer to stay loyal or look for the ultimate exit door.

This workshop takes full interest in getting managers to get the right customer service and the overwhelming mindset of business excellence into their daily practice. It is a give and take customer relationship and as much as customer believes that he can rely on your warranties, product quality, and your continuous support and after sale service, as much as you would win his loyalty and guarantee his on-going lucrative business.

Organization's effectiveness is measured by their ability to supply their customer needs and wants efficiently. But how the organization can achieve excellent customer service is a key issue to sustain competitive business environment. This workshop aims to bring professional, high-level customer service concepts into common ground with front-line services by offering a unique improvement tool to help those delivering services and put their customers at the core of what they do.

This course is also designed to enrich and update the knowledge and skills of the participants for achieving excellent customer relations and applying world-class strategies and tactics to keep track of the changing customer needs.

**TRAINING OBJECTIVES**

*DMCT/OL/9/18(Rev3Dt:23/9/18)*

- 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

### **TRAINING METHODOLOGY**

A highly interactive combination of lecture and discussion sessions will be managed to maximize the amount and quality of information, knowledge and experience transfer. The sessions will start by raising the most relevant questions, and motivate everybody finding the right answers. The attendants will also be encouraged to raise more of their own questions and to share developing the right answers using their own analysis and experience.

All attendees receive a course manual as a reference.

This interactive training workshop includes the following training methodologies

- 30% Lectures
- 30% Workshops and work presentation
- 20% Group Work & Practical Exercises
- 20% Videos & General Discussions

### **WHO SHOULD ATTEND**

This workshop is designed especially for supervisors, and managers responsible for applying CRM and wish to explore CRM methods and applications.

### **COURSE TOPICS**

#### **Definitions of CRM**

- Defining CRM and its Importance to Companies
- Customer Loyalty and Optimizing Customer Experience
- The Life Time Value of a Customer
- CRM Mistakes and Blind Spots
- The Difficulties of CRM

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#### **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**

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- 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

#### Note:

Pre & Post Tests will be conducted

Case Studies, Group Exercises, Group Discussions, Last Day Review & Assessments will be carried out.

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