

Training Title

CUSTOMER RELATIONSHIP MANAGEMENT

Training Duration

5days

Training Date

REF ML004	Customer Relationship Management	5	16 – 20 June 2025	\$6,500	London, UK
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In any of the 4 or 5-star hotels. The exact venue will be informed later.

Training Fees

- \$6,500 per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & 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 their clientele base. It is the psychology of support and confidence that makes a customer stay loyal or look for the ultimate exit door. This workshop takes a 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 the customer believes that he can rely on your warranties, product quality, and your continuous support and after-sales service, as much as you would win his loyalty and guarantee his ongoing lucrative business.

An organization's effectiveness is measured by its ability to supply their customer needs and wants efficiently. However, how the organization can achieve excellent customer service is a key issue to sustaining a 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.

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TRAINING OBJECTIVES

- 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 to improve 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 organization's 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 motivating everybody to find the right answers. The attendants will also be encouraged to raise more of their questions and to share developing the right answers using their 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 who 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 Lifetime 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

- 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

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Note:

Pre & Post Tests will be conducted

Case Studies, Group Exercises, Group Discussions, Last Day Reviews, and assessments will be carried out.

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P.O BOX 45304
ABU DHABI, U.A.E

T +971 2 6264455
F +971 2 6275344

www.definettraining.com