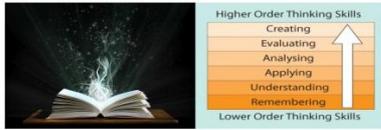




The Training Company



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Customer Relationship Management (CRM) Training

Course Outcomes

This CRM course will:

- Explain the value of CRM.
- Help teams articulate their CRM goals and identify key milestones in the relationship management process.
- Review several the features and benefits of various CRM systems.
- Assist groups in determining how they will measure the success of the their relationship management efforts.

Available Formats

One-Day Course

Course Overview

This program introduces the different facets of customer relationship management (CRM) to participants and shows them how to identify who their customers really are. It also analyzes the key components of CRM and explains how it is integrated within an organization.

Program Objectives

At this program's conclusion, participants should be able to:

- Develop an understanding of the terms and benefits of CRM on a company's bottom line.
- Analyze the different components of a CRM plan.
- Develop their checklist for readiness and success in CRM.
- Identify how CRM creates value for organizations and customers.
- Identify developmental roles that have the greatest impact on CRM.

The following outline highlights some of the course's key learning points.

Workshop Outline

Connecting with Customers: Customer Relationship Management

To begin, participants will look at the CRM programs they are involved in and how these programs have affected their lives. Participants will also explore the meaning of CRM and its potential value. Next, they will look at different types of CRM programs and the needs they can serve.

What Exactly Are We Managing?: Requirement-Driven Product Selection

During this segment, participants will look at the requirement-driven product selection process. This process requires defining the business need (or pain or problem, depending on the issue), deciding which functions are needed to meet the requirements, and then defining the products that support the selection.

Don't Leave!: Strategies for Customer Retention

This part of the program discusses ways to engage and retain customers. Participants will explore the four pillars of CRM and how they can use them to help others embrace the CRM plan.

How Are We Going to Do This?: Homegrown Versus the Application-Service Provider

Participants will look at the advantages and disadvantages of developing an in-house program versus using an application-service provider.

What Can We Do to Measure?: Evaluating and Reviewing Your Program

In the final segment, participants will look at some evaluation tools including customer profiles and life cycles.

At the conclusion of the program, participants will have a solid understanding of the concept of CRM and what it can do to retain customers.

For registration

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