CUSTOMER RELATIONSHIP MANAGEMENT

26 & 27 May 2021, 9am – 5pm @ Zoom



HRDF CLAIMABLE

COURSE FEE: RM360/pax

Register via online **www.skillup.com.my/cc/csm**

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INTRODUCTION

What is quality today may not be quality tomorrow: A high quality product today may have an advantage in the market but in the future, it will be expected in all similar products. It is no doubt that the quest for quality is here to stay in today's industry. Clients will not tolerate second class services any longer and good client service management is essential for client retention. This workshop will also discuss pertaining issues like leadership styles and how it has an impact on deliverance of service. Participants will be given case studies to discuss and there will be role plays and simulation exercises throughout the workshop.

OBJECTIVES

At the end of the program , the participants 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.

COURSE CONTENT

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

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

TARGET AUDIENCES

Relationship managers, marketing managers, sales and customer care managers and supervisors, and senior sales and customer service staff.

DURATION

2 Days (14 Hours)