Customer Relationship Management
(Service Excellence beyond Expectation)

Customer Relationship Management is growing in importance due to the challenging business environment faced by organizations throughout the world today. It is particularly critical in industries undergoing changes in traditional channel configuration. CRM is a means of addressing increasing competition, changing economic conditions and promotional dependence through the use of intimate customer knowledge; knowledge gained through the relationship development and past marketing campaigns. CRM is increasing in prominence because it focuses on current users who are the source of the majority of business revenue and the best option for improving business in uncertain times

There are a number of working definitions for CRM. In fact the letters CRM have been used to identify Continuous Relationship Marketing, Customer Relationship Marketing and Customer Relationship Management. Each term represents the same process. CRM can be defined as a process that maximizes customer value through on going marketing activities founded on intimate customer knowledge established through collection, management and leverage of customer information and contact history. CRM is about perfecting relationships to maximize a customer's value over time

The concept of Customer Lifetime Value, the money value of customer relationship over time has evolved to enable savvy direct marketers the opportunity to differentiate the profit potential for each market segment served. Loyalty marketing has always focused on retaining and improving business with current customer. This is since maintaining current customers cost less than acquiring new customers. Customer retention as a strategy is founded on the ability to segment and differentially target current users to improve the value of the relationship with sellers and buyers

Training Outcome

- Develop an understanding of Customer Relationship Management Process and its stakeholders
- Designing & improving Processes for Customer Relationship Management and implementing
- Understanding and developing Service Level Agreements
- Managing Relationships using Negotiation and Conflict Management skills
- Removing Complacency by challenging the Status quo of Self Satisfaction

CRM Module I

- Customer Relationship Management Is Not an Option
- The Customer Service/Sales Profile
- Managing Your Customer Service/Sales Profile

CRM Module II

- Choosing Your CRM Strategy
- Managing and Sharing Customer Data
- Tools for Capturing Customer Information
- Service-Level Agreements

CRM Module III

- E-Commerce: Customer Relationships on the Internet
- Managing Relationships Through Conflict
- Fighting Complacency: in Customer Relationships
- Resetting Your CRM Strategy