

CRM 360: A Holistic Approach to Customer Relationship Excellence

Sales, Marketing & Customer Care



In-Class



8 hours



EGP 2,680

Course Description:

In today's dynamic marketplace, exceptional customer relationships are the cornerstone of sustainable success. Participants will explore innovative strategies and tools to transform how your organization engages with customers at every touchpoint.

Target Audience:

This course is perfect for customer service teams, and anyone committed to elevating their organization's customer relationship management practices.

Course Objectives:

By the end of the course, participants will be able to:

- Understand the importance of customer relationships.
- Identify the components of CRM.
- Describe the factors that can cause CRM to fail.
- Understand the different ways that you as an employee can affect CRM.
- Apply CRM standards for continuous improvement.
- Identify strategies to prevent CRM failure and enhance organizational impact.

Course Outline:

Module 1: What is Customer Relationship Management (CRM)?

- Focus on Relationships
- How Does CRM Impact on The Organization?
- CRM as a Product
- CRM as a Process
- Customer Service as a Process
- Constraints
- Customer Service in The Organization

Module 2: Looking at Customers

- Identifying your Customers
- Internal and External Customers
- Why we Need Customers?
- What do Customers Want?
- Customer Expectations
- Integrating the Customer
- Generating a Customer Focused Solution

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Module 3: Managing the Customer

- Why Manage Customers?
- Customer Value
- Hierarchy of Service
- Information vs Knowledge
- Customer & the Culture

Module 4: Measuring CRM

- Excellent CRM
- Measuring Customer Service
- Measuring CRM
- Problems in CRM
- Process Analysis in CRM
- Moment of Truth

Module 5: Standards, Continuous Improvement & CRM

- Standards in CRM
- Reality Check
- QCT in CRM
- Continuous Improvement in CRM
- CRM as a Business Process

Module 6: CRM As A Business Process

- Communication – a CRM activity
- People & CRM
- Commitments
- CRM Failure
- Organizational Impact
- Factors that Cause CRM Failure
- Preventing Failure

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English

Prerequisites:

None