

CRM 360: A Holistic Approach to Customer Relationship Excellence

Sales, Marketing & Customer Care



Virtual



7 hours



EGP 2,340

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 Outlines

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

Session One: Importance of Customer Relationship

- 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
- Assignment

Module 2: Looking at Customers

Session One: Component of Customer Relation Management

- Identifying your Customers
- Internal & External Customers
- Why We Need Customers
- What Do Customers Want?
- Customer Expectations
- Integrating the Customer
- Generating A Customer Focused Solution
- Assignment

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Module 3: Managing the Customer

Session One: Factors that Affect the Customers

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

Module 4: Measuring CRM

Session One: Affecting CRM

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

Module 5: Standards, Continuous Improvement & CRM

Session One: Customer Relationship Management Standards

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

Module 6: CRM As A Business Process

Session One: Strategies that Prevent CRM Failures

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

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Assessment Strategy:

- 40 % Assignments between sessions
- 60 % Participation
- 60 % off score of total grades which is "100"

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English

Prerequisites:

None