

# A Comprehensive Approach to Customer Loyalty

Sales, Marketing & Customer Care



9018



In-Class



8 hours

## Course Description:

In today's fast-paced marketplace, building exceptional customer relationships is key to long-term success. This course empowers participants with innovative strategies and practical tools to elevate customer engagement across every touchpoint, driving loyalty and business growth.

## 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 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 & External Customers
- Why We Need Customers

- What Do Customers Want?
- Customer Expectations
- Integrating the Customer
- Generating A Customer Focused Solution

### 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

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## 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 Material

Bilingual Explanation

## Prerequisites:

N/A