



288-P26-CE



In-Class



8 hours



EGP 3,300

Course Description:

This course will help you introduce the different facets of Customer Relationship Management (CRM) to participants. It will also help you teach them how to identify who their customers really are, analyze the key components of CRM, and understand how it integrates within an organization.

Target Audience:

This course is intended for customer relationship management staff.

Course Objectives:

- Demonstrate an understanding of CRM, and its faces
- Describe how CRM creates value for organizations and customers

Course Outline:

Module One: Customer Relationship Management

- Customer Relationship Management
- What CRM Is and Who It Serves
- Checklist for Success
- Requirement Driven Product Selection
- Considerations in Tool Selection

Module Two: Customer Retention

- Strategies for Customer Retention
- Building the Future
- Homegrown vs. Application Service Provider
- The Development Team
- Evaluating and Reviewing Your Program

Assessment Strategy

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

Course completion will grant participants:

0.6 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None