



## Workshop Overview

In today's corporate landscape being 'customer centric' and putting the customer at the heart of everything a business does should be second nature, but in reality, business are still not set up with customers at their core. Brands who fail to do this will be quickly overtaken as loyalty reduces and customer migration occurs. Customer Relationship Management (CRM) is regarded as an important weapon in the battle to retain customers and deepen the relationship with the brand.



## Benefits

By the end of this two- day course, delegates will be able to measure the importance of CRM to the business success. They will be able to segment and identify different customer types and strategically manage the ongoing relationship. You will have also gained a strong understanding of how some of the world's biggest brands conduct their CRM through real world examples and case studies of best practice.

## Outcomes & Content

- ✓ Defining customer relationship management
- ✓ The role of Information Systems for CRM
- ✓ Collect and analyse data
- ✓ CRM and client segmentation
- ✓ Develop insights for segments
- ✓ Digital media selection
- ✓ Online/offline integration
- ✓ Service elements as part of the product and brand
- ✓ CRM communications
- ✓ Empowering and motivating customer service
- ✓ Measuring & testing campaigns
- ✓ Revise & optimise



## Who should attend ?

Sales and marketing directors, managers, executives, practitioners and staff who are involved in customer relationship management (CRM) programmes and system implementations, whether in a marketing department, sales function, or customer service role.

