Customer Relationship Management

Course objectives:

At the end of the training program, participants will be able to:

- Providing participants with customer satisfaction skills and how to make them customers for life.
- Teaching participants to address internal problems, work as a team, and then satisfy customers outside the institutions.
- Making the organization the focus of the customer, and excellence in services in light of the current challenges.
- Devoting and instilling a culture of CRM among employees at all levels and categories.
- Providing information and then consulting to those wishing to establish a customer relationship management.

Course Outline:

- Elements of a customer relationship management program
- CRM concepts
- CRM methodologies
- CRM strategies
- The learning organization
- CRM transformations
- Benefits of customer relationship management
- Customer evaluation
- Mass, group and personal marketing
- Horizontal marketing and vertical marketing
- Relationship marketing
- How to communicate with your customers
- Internal communications for the client
- Information store

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- Customer dealing policies

- Stages of implementing CRM within the company

- Definition of customer relationship management

- Technical aspects of customer relationship management

- The importance of customer relationship management for business owners and sales managers