

CUSTOMER RELATIONSHIP MANAGEMENT



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TRAINING TITLE

CUSTOMER RELATIONSHIP MANAGEMENT

VENUE

Dubai, UAE

DURATION

5 Days

DATES

17 - 21 July 2022

PRICE

US\$4,000 per attendee including training material/handouts, morning/afternoon coffee breaks and Lunch buffet.

TRAINING INTRODUCTION

Relationship management and after sale service have been found responsible for today's businesses' success in maintaining and expanding clientele base. It is the psychology of support and confidence that make a customer to stay loyal or look for the ultimate exist door.

This workshop takes full interest in getting managers to get the right customer service and the overwhelming mindset of business excellence into their daily practice. It is a give and take customer relationship and as much as customer believes that he can rely on your warranties, product quality, and your continuous support and after sale service, as much as you would win his loyalty and guarantee his on-going lucrative business.

Organization's effectiveness is measured by their ability to supply their customer needs and wants efficiently. But how the organization can achieve excellent customer service is a key issue to sustain competitive business environment. This workshop aims to bring professional, high-level customer service concepts into common ground with front-line services by offering a unique improvement tool to help those delivering services and put their customers at the core of what they do.

This course is also designed to enrich and update the knowledge and skills of the participants for achieving excellent customer relations and applying world-class strategies and tactics to keep track of the changing customer needs.

TRAINING OBJECTIVES

- Articulate why Customer Relationship Management (CRM) is essential for attracting, retaining and growing loyal customers.
- Determine the uses and objectives of a CRM system.
- Recognize best practices in implementing a CRM strategy.
- Apply CRM for improving marketing, sales, customer service, and customer contact.
- Use Social CRM to drive collaboration among salespeople to increase their effectiveness.
- Appreciate different approaches to CRM that are best suited to their organizations' culture

TRAINING AUDIENCE

This workshop is designed especially for supervisors, and managers responsible for applying CRM and wish to explore CRM methods and applications.

TRAINING OUTLINE

Definitions of CRM

- Defining CRM and its Importance to Companies
- Customer Loyalty and Optimizing Customer Experience
- The Lifetime Value of a Customer
- CRM Mistakes and Blind Spots
- The Difficulties of CRM

CRM in Marketing

- Relationship and One-to-One Marketing
- Cross Selling and Up-Selling
- Customer Retention and Profitability
- Customer and Business Value
- Customer Relationship Management Training for Marketers
- Sample of Software Applications in the Market

CRM and Customer Service

- Call Center and Customer Care
- Customer Satisfaction Measurement
- Customer Service Checklist for Success
- Customer Service Training

- Tools and Applications for Customer Service

Sales Force Automation

- Activity, Contact and Lead Management
- Knowledge Management
- Business Training for Sales Force
- Exposure to Applications for Sales Force Automation

Planning CRM Programs

- Developing a CRM Strategy
- CRM Business Plan
- Cost Justifying CRM
- Choosing CRM Tools and Suppliers
- Customer Relationship Management Software

Managing a CRM Project

- Implementation Checklist
- CRM Roadblocks and Saboteurs
- Looking toward the Future
- CRM Training Program and Customer Loyalty
- The New Rules of Marketing and PR

TRAINING CERTIFICATE

MAESTRO CONSULTANTS Certificate of Completion for delegates who attend and complete the training course

METHODOLOGY

Our courses are highly interactive, typically taking a case study approach that we have found to be an effective method of fostering discussions and transferring knowledge. Participants will learn by active participation during the program through the use of individual exercises, questionnaires, team exercises, training videos and discussions of “real life” issues in their organizations.

The material has been designed to enable delegates to apply all of the material with immediate effect back in the workplace.