

Customer Relationship Management

Overview

Customer Relationship Management (CRM) is a business approach that includes the practices and strategies a company uses to determine the best ways to manage and maintain business relationships and interactions with customers, clients, partners or prospects.

Customer Relationship Management focus on how businesses can achieve excellence in customer relationships by designing and developing effective and efficient service processes for their customers.

The overall goal of CRM is to improve business relationships with customers for increased customer retention and sales.

The purpose of this Customer Relationship Management program is to provide in-depth knowledge and understanding of the key concepts, tools and applications of customer relationship management in an attempt to assist business owners and employees in building a customer-centric business.

Benefits

By the end of this workshop, participants will be able to :

- Understand the concepts, principles and theories relating to customer relationship management (CRM)
- Understand Operational CRM that generally involves finding and attracting a customer or client
- Understand Analytical CRM that optimize a healthy mix of technology, data, analysis and customer relations
- Understand the concept CRM and its relevance to professional customer management in a business
- Understand customer loyalty with reference to repeat purchase behaviour, customer retention, customer migration and finally customer lifetime value
- Explain how to successfully manage the factors determining customer relationship management in your business.
- Identify methods of implementing customer relationship management in your business.
- State how a business should go about building a customer database to support customer relationship management initiatives.
- Explain the concept of value creation in customer relationship management by referring to the creation of value through service, enhancing value through service quality and service recovery
- Apply knowledge of the customer relationship management process

Who should attend ?

The CRM program is designed for managers, supervisors and company members responsible for managing client services.

Content

- Introduction to Customer Relationship Management (CRM)
- Concepts, principles and theories of CRM
- Operational CRM
- Analytical CRM
- CRM Processes
- Successful CRM in various industries
- Customer loyalty, customer retention, customer migration and customer lifetime value
- Factors determining CRM in an organization
- Identify methods of implementing CRM in our business
- Building a customer database to support CRM initiatives
- The concept of value creation through service quality and service recovery
- Implementing and managing CRM in our business

Methodology

- Interactive discussions
- Group & individual exercises
- Case Study
- Role Play
- Relevant Games
- Video Films

To enroll or get more information, please contact

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