

# Customer Relationship Management

**Duration:** 1 Day

This course introduces the benefits of creating customer loyalty, developing a market intelligence enterprise, and incorporating customer relationship management in a company. Students will learn how to create customer loyalty, define the four marketing tiers, define the four types of CRM, define the CRM process, and evaluate critical success factors. Course activities also cover the goals and cost of CRM, CRM pre-implementation strategies, the CRM implementation process, tactics used to test CRM, and ways to modify operations costs to become customer focused. Students will also learn how to manage customer relationships over the Internet, identify the characteristics of eCRM, automate processes with eCRM, and customize eCRM interfaces for each type of eCRM user. This instructor's edition is designed for quick scanning in the classroom, and filled with interactive exercises.

## **Customer loyalty**

- Customer loyalty
- Market intelligence enterprise

## **CRM basics**

- Customer information
- A CRM program

## **Preparations for CRM**

- CRM and expenditures
- Implementation planning

## **CRM implementation**

- CRM implementation preparation
- The implementation process

## **eCRM**

- eCRM fundamentals
- eCRM and automation

## **eCRM customization and goals**

- eCRM customization
- eCRM goals

