

Customer Relationship Management

Content Outline: [2 Days - Approximately 1.5 Hours Per Sub-Topic]

1. Introductions

- Establishing Ground Rules
- Starting The Session – ‘What I Expect’
- Key Learning Principles
- Pre-Assignment

2. Session I

- What is Customer Relationship Management (CRM)?
- Focus on Relationships
- Exercise
- How Does CRM Impact On The Organization?
- CRM As A Product
- CRM As A Process
- Exercise
- Customer Service As A Process
- Constraints
- Exercise
- Customer Service In The Organization
- Exercise

3. Session II

- Looking At Customers
- Exercise
- Why We Need Customers
- What Do Customers Want?
- Customer Expectations
- Exercise
- Integrating The Customer
- Exercise
- Generating A Customer Focused Solution
- Exercise

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4. Session III

- Managing The Customer
- Exercise

5. Session IV

- Measuring CRM - Characteristics of Excellent CRM - Exercise - Problems in CRM - Exercise

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