

Customer Relationship Management

Introduction

CRM is nothing short of a strategy which places CUSTOMERS in a pivotal position for the organisation. It changes the focus of the organization to better exploit its key relationship with customers, to significant advantage for BOTH parties.

However, embracing Customer Relationship Management is often easier said than done. Of course, it requires commitment, but also needs an understanding and knowledge of the concepts and successful and proven practices. Equally, a framework of tools can prove to be invaluable in terms of ensuring accuracy and saving time/resources.

The overall aim of this course is to enable participants to understand and demonstrate the essential skills required to plan for, establish, develop and maintain effective, long-term and mutually beneficial relationships with their customers.

Objectives

By the end of this course participants will be able to:

- Explain the importance of CRM to business success
- Describe where CRM fits into the product and brand
- Detail how customers view the 'moments of truth' in service delivery
- Identifying and responding to customer issues and requirements
- Creating, differentiating and pricing customer service
- Communicating with customers and helping them to understand and buy
- Describe what the best companies do to exploit CRM
- Explain the importance of recruiting the right type of customers
- Devise an effective prospecting plan for the right customers
- Describe the most effective way of managing their portfolio of customers, ensuring that the right amount of time is spent with the right customers
- Partnering and productive collaboration
- Building effective teams of relationship and key account managers
- Making effective use of winning approaches and relevant support tools
- Concentrating upon critical success factors for forging more intimate and mutually rewarding relationships
- List the ways that they can continue to develop and plan for their own development

Content

A sample of what is covered includes:

Customer Loyalty

- Customer loyalty
- Discussing the benefits of customer loyalty
- Creating loyal customers
- Market intelligence enterprise
- Identifying marketing tiers

The Basics of CRM

- Customer information
- Discussing CRM types
- Identifying CRM goals
- A CRM program
- Discussing the CRM process
- Recognizing the impact of a CRM system
- Identifying precautions

Building relationships with customers and winning business

- How to analyse the customer relationship
- How to identify opportunities for relationship development
- How to 'break the rules' to deliver great service that delights clients while looking after the interests of the business

Achieving sustainable competitive advantage through customer relations management

- Backgrounds and benefits
- Some startling statistics
- What customers expect
- Why retaining customers is harder than ever

Who Are Your Customers?

Assessing your own customer relationship performance

- The 10 characteristics of your service
- People and systems
- Using gap analysis
- Getting down to the detail

The Common Causes of Failure and How to Avoid Them

Keeping the Competition Out

Key account and strategic customer relationships

The CRM Champion

Importance of customer service

- Customer service as a differentiator
- Pricing - Charging for customer service
- Identifying customer requirements
- Bespoking responses
- Exploiting know-how to create new offerings and support services
- New ways of working and providing customer service
- Customer service processes and practices

Measuring customer satisfaction

- The problems and the solutions
- Designing a customer satisfaction survey

Support tools for sales, customer relations and contact centre staff

- Motivating people to care for customers
- The essential skills and attitudes
- Knowing how to respond and handling complaints

- Deciding what training is needed
- The importance of team work

E-business customer service solutions

- eCRM fundamentals
- Discussing eCRM
- Identifying eCRM features
- Discussing eCRM disadvantages
- eCRM and automation
- Automating the marketing department
- Automating the sales department
- Automating the customer service department
- Automating the accounting department

