

COURSE

CRM Customer Relationship Management

CONTACT US





COURSE

CRM

Customer Relationship Management

Today's businesses have higher market competition. This is a versatile product with in the brand's latest edition. Customer Relationship Management (CRM) is growing in importance due to the challenging business environment faced by organizations throughout the world today. If customer relationships are the heart of business success, then CRM is the valve to pump a company's life blood. As a result, CRM is the best suited to help businesses use people, processes, and technology to gain insight into the behavior and value of customers. This insight allows for improving customer service, increasing call center efficiency, adding cross-sell and up sell opportunities, improving close rates, streamlining sales and marketing processes, improving customer profiling and targeting, reducing costs, and increasing share of customer and overall profitability.



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COURSE

CRM

Customer Relationship Management

Objective

- 1 To understand the management principles and practices of Customer Relationship Management.
- 2 To create a positive attitude towards bringing Customer Relationship Management to be used as a strategy in managing internal and external customers.
- 3 Able to bring knowledge, experience of Customer Relationship Management to apply in planning and practicing effectively and efficiently.



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Course Outline

09.00 - 10.30 u.

Why is CRM the best marketing tool in a decade

- The principles of making CRM to be completely differentiated
- Importance of CRM
- Definition, Role, Elements of CRM
- Factors for Success in CRM

10.30 - 10.45 u. Break

10.45 - 12.00 u.

Heart of Service

- Overview CRM Knowledge, CRM Vision
- Customer types
- Workshop : Our Customer types
- Understanding of the client's subject and concept
- Customer Requirement and customer concept

12.00 - 13.00 u. Lunch

13.00 - 14.30 u.

Creating a customer centric corporate culture

Differentiated marketing strategies with CRM

- Mechanisms and systematic implementation of the CRM design and resonate with customers

13.00 - 14.30 u. (ต่อ)

- Relationship building for a good experience with customers relationship building strategies and process
- Workshop : Designing our CRM activities

14.30 - 14.45 u. Break

14.45 - 16.00 u.

CEM (Customer Experience Management)

- Service delivery for customer experience
- Case study
- Workshop: Designing our CEM activities



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