

Syllabus

COURSE SPECIFICATIONS

DURATION

Training is given in one day (6 hours)

(The content and the duration of this session can be adapted for a personalized on-site training.)

TARGET AUDIENCE

Executives interested in understanding, evaluating or starting a CRM process in their business.

DELIVERY METHOD :

Instructor-led, group-paced, classroom-delivery learning model with structured, hands-on activities

Follow-up available (Optional)

CERTIFICATION

Training Certificate

ACCREDITED BY EMPLOI-QUÉBEC

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Corporate Training

"Customer service" Series

CRM – Customer Relation Management

DESCRIPTION

CRM is a strategy used to combine commercial processes, technology, staff and information across the whole company in order to attract and retain profitable customers. The course CRM — Customer Relation Management offers an overview that will enable executives to bring to their company the benefits of the competitive edge generated by CRM. This course is designed to provide a general introduction to CRM. Therefore, it does not use a technical implementation approach, nor does it covers CRM aspects related to data management.

OBJECTIVES

Allowing the participant to:

- To raise awareness and understand the stakes of Customer Relation Management (CRM).
- To identify and point out the steps involved in customer orientation.
- To acquire the tools required to implement an efficient "Customer Relationship Management" system.

COURSE CONTENT

Part One

Part One covers the notion of CRM, the requirements and context behind its development, and its aspects. There will be an overview of the basic notions, benefits and challenges of CRM.

Part Two

Part Two will detail the components of a CRM plan. In order to succeed in managing its customer relation, the business must:

1. Define its customer strategy
2. Develop a product & distribution strategy
3. Understand the importance of a strong and integrated infrastructure strategy.

Define the step-by-step process toward successful client relation management and provide the participant with methods and techniques that can be used as tools to implement a CRM plan.

Part Three

The last part of the course provides an overview of the CRM cycle, the usual factors of failure and the most frequently asked questions.

Elaborate personal action plan