

CRM: An Introduction to Customer Relationship Management

As with many significant undertakings, undergoing a CRM review (even simply considering its implementation) requires learners to analyze technical and complicated systems. This one day course sorts through a myriad of information and brings you the basics you need to make a decision about the need for CRM, its benefits, and how to coordinate the base requirements for a CRM undertaking.

What Will Students Learn?

- ✓ The terms and benefits of CRM on a company's bottom line
- ✓ Analyze the different components of a CRM plan
- ✓ Develop a checklist for readiness and success in CRM
- ✓ Describe how CRM creates value for organizations and customers
- ✓ Consider developmental roles that have the greatest impact on CRM

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes

What Topics are Covered?

- ✓ What CRM is and who it serves
- ✓ Checklist for success
- ✓ Requirement driven product selection
- ✓ Considerations in tool selection
- ✓ Strategies for customer retention
- ✓ Building the future
- ✓ Homegrown vs. application service provider
- ✓ The development team
- ✓ Evaluating and reviewing your program

- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion