

Customer Relationship Management

The programme is designed to give participants the necessary Customer Relationship Management (CRM) skills to manage relationships in such a way that optimal customer satisfaction is achieved.

Areas covered are:

- Corporate liaison & networking skills
- Interpersonal customer communication
- Creating customer satisfaction & value
- Assessing & responding to customer needs
- The CRM value chain & strategic CRM
- Maintaining & improving customer relationships



COURSE DURATION: 3 DAYS



About the course

SETQAA Accreditation
Services SETA - Decision Number 2072
NQF Level: 5
Credits: 16

Target Audience

The target audience would typically consist of CRM managers, business owners, Sales Managers, Customer Service Managers, Middle & Junior Managers, or any person interested in supervising effective customer service practice.

Training Methodology

The methodology is based on interactive learning ie: learners will learn by doing. As with all Quintica training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

Course Outline

This 3 day course will cover the following modules:

Module 1: Introduction to Customer Relationship management:

- Strategic CRM
- Operational CRM
- Analytical CRM
- Customer satisfaction loyalty

Module 2: Corporate liaison & networking skills:

- Customer privacy
- Networking management
- Corporate liaison skills
- Supplier relationships

Module 3: Interpersonal communication with customers:

- Person to person contact
- Key account management
- Interpersonal effectiveness
- Customer conflict management

Module 4: Assessing and responding to customer needs:

- Defining your customers
- The boundaries of responsibility
- Customer segmentation
- Customer portfolio management
- Strategically significant customers

Module 5: Creating customer satisfaction:

- Understanding what customers want
- Creating a constant feedback loop
- Redesigning processes to avoid what customers don't want

Module 6: Creating customer value:

- Product value and Services value
- Process value
- People value and Results value
- Communication value
- Experience value

Module 7: The CRM value chain:

- Linking business processes to customer satisfaction
- The stages of a CRM value chain
- Supporting conditions for a CRM value chain
- Designing the value chain

Module 8: Strategic CRM:

- Customer management structures
- CRM goals, objectives and architecture
- The relationship between CRM, marketing and sales
- Internalising a CRM oriented culture

Module 9: Maintaining & improving customer relationships:

- The customer life cycle
- Acquisition vs retention
- The art of customer retention
- KPI's for customer retention
- Constant improvement of customer relationships

Bookings and Enquiries

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