

# € TRAINING

Advanced Customer Relationship  
Management

A group of four smiling business professionals (two men and two women) in a meeting. They are wearing white shirts. The woman in the foreground is wearing a black top and a necklace. The background is blurred, showing a modern office setting.

28 October -  
1 November 2024  
Online



# Advanced Customer Relationship Management

REF: V2691 DATE: 28 October - 1 November 2024 Venue: Online - Fee: 1725 Euro

## Introduction:

This training program focuses on advanced strategies and techniques in Customer Relationship Management CRM to enhance customer satisfaction, retention, and loyalty. It provides comprehensive insights into managing customer relationships, leveraging CRM technologies, and implementing best practices to drive business success. Participants will gain the skills needed to optimize CRM systems, analyze customer data, and develop effective strategies for managing customer interactions and experiences.

## Program Objectives:

At the end of this program, participants will be able to:

- Implement advanced CRM strategies to improve customer relationships and business outcomes.
- Utilize CRM systems and tools to manage and analyze customer data effectively.
- Develop and execute strategies for customer retention and loyalty.
- Apply best practices for managing customer interactions and enhancing customer experience.
- Measure and evaluate the success of CRM initiatives to drive continuous improvement.

## Targeted Audience:

- CRM managers and coordinators.
- Customer service and support professionals.
- Sales and marketing managers.
- Business analysts and consultants.
- Customer experience specialists.

## Program Outline:

### Unit 1:

#### Advanced CRM Strategies and Techniques:

- Understanding advanced CRM principles and methodologies.
- Developing strategic CRM plans aligned with business goals.

- Implementing multi-channel CRM strategies for comprehensive customer engagement.
- Leveraging CRM analytics for strategic decision-making.
- Case studies on successful CRM strategy implementations.

## Unit 2:

### CRM Systems and Technologies:

- Overview of advanced CRM systems and technologies.
- Integrating CRM systems with other business applications.
- Customizing CRM solutions to meet organizational needs.
- Managing CRM data and ensuring data accuracy.
- Evaluating and selecting CRM tools and platforms.

## Unit 3:

### Customer Retention and Loyalty Programs:

- Designing effective customer retention strategies.
- Implementing loyalty programs and rewards systems.
- Analyzing customer feedback and behavior to enhance retention.
- Developing personalized customer experiences to build loyalty.
- Measuring the impact of retention and loyalty programs.

## Unit 4:

### Managing Customer Interactions and Experience:

- Best practices for managing customer interactions across channels.
- Enhancing customer experience through personalized service.
- Handling difficult customer situations and complaints effectively.
- Developing customer engagement strategies to drive satisfaction.
- Training and developing teams to improve customer interactions.

## Unit 5:

### Evaluating CRM Performance and Continuous Improvement:

- Setting performance metrics and KPIs for CRM initiatives.
- Analyzing CRM performance data and customer feedback.
- Implementing continuous improvement processes in CRM practices.
- Reporting on CRM performance and providing strategic recommendations.
- Staying updated with CRM trends and innovations for ongoing success.