

CUSTOMER RELATIONSHIP MANAGEMENT

DAYS OF TRAINING: 1

PREREQUISITES: None

CUSTOMER LOYALTY

Customer loyalty

Discussing the benefits of customer loyalty

Creating loyal customers

Market intelligence enterprise

Identifying marketing tiers

Discussing the goals of an MIE

CRM BASICS

Customer information

Discussing CRM types

Identifying CRM goals

A CRM program

Discussing the CRM process

Recognizing the impact of a CRM system

Analyzing CSFs

Identifying precautions

PREPARATIONS FOR CRM

CRM and expenditures

Analyzing CRM costs

Discussing the economic impact of CRM

Implementation planning

Selecting the CRM implementation team

Identifying departments affected by CRM

Discussing CRM program failure factors

Testing a CRM program

CRM IMPLEMENTATION

CRM implementation preparation

Preparing for CRM implementation

Identifying reasons for implementing CRM in stages

The implementation process

Discussing CRM implementation steps

ECRM

eCRM fundamentals

Discussing eCRM

Identifying eCRM features

Discussing eCRM disadvantages

eCRM and automation

Automating the marketing department

Automating the sales department

Automating the customer service department

Automating the accounting department

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ECRM CUSTOMIZATION AND GOALS

eCRM customization

Identifying stakeholders that benefit from eCRM

Customizing eCRM

eCRM goals

Achieving CRM goals through eCRM

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