

Online Training Program on Customer Relationship Management (Weekend Batch)

Date: 12th December'2020, Time: 9.30am to 1.30pm

Course Features

The course is designed to convey the importance of Customer Relationship Management in organizations, how it can improve better understanding of customer requirements, customer satisfaction, and how it can improve growth of the organization.

Course Objectives

Participants will learn the essentials of CRM, its various facets and requirements for effective implementation and streamlining customer service, improving operational efficiency, building trust and increasing productivity. They will also learn about taking advantage of the organization's digital initiative for improving CRM activity.

Who should attend?

Sales and Marketing personnel in organizations of all types, from all industry sectors, Middle and Senior level executives responsible for interaction with customers.



Course Contents

- ♣ What is CRM
- ♣ Why CRM
- ♣ CRM Goals
- ♣ CRM Benefits
 - Better Data Organization
 - Enhanced Communication
 - Shared Information
 - Catch all leads
 - Know your numbers
 - Most common communication methods
- ♣ Challenges for achieving a Customer-centric organization
- ♣ Current Challenges
- ♣ Types of CRM's
- ♣ How CRM fits into the digital strategy of an organization
- ♣ Software's for CRM
- ♣ **Group Exercise on CRM** - Task based activity, to develop an effective CRM approach based on the current situation of the company and expectations of the market

CRM

CUSTOMER RELATIONSHIP MANAGEMENT

Issue of Certificate

Certificate of successful attendance shall be issued to all the delegates who attend entire duration of the course.

Duration : 4 Hours including break of 30 Minutes

Registration Fee : Rs.1000 + 18 % GST

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