Invita Training Center

Customer Relationship Management

The purpose of customer relationship management is to create meaningful relationships with customers. Since not all customers are the same, every customer needs to be treated and therefore managed differently. This course will introduce the participants to the different facets of customer relationship management and show them how to identify who their customers really are. After the completion of the course the participants will be able to implement customer relationship management within their organization. They will also be able to analyze the key components of CRM and explains how it is integrated within an organization.

Course Outline

- What is CRM?
- Looking At Customers
- Managing The Customer
- Measuring CRM

Who Should Attend

Middle to superior level staff such as:

- Product manager.
- Brand manager.
- e-marketing manager.

Course Duration

The standard duration of this course is 12 contact hours.

Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Understand the importance of customer relationships
- Identify the components of CRM
- Describe the factors that can cause CRM to fail
- Understand the different ways that employees can affect CRM
- Use the material presented to develop a customer centered approach
- Identify types of customer and recognize their potential impact on the business of organization

Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions
- Case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

ilm Recognised Provider

ISO 9001:2015   CERT. NO. :750803   JAS-ANZ

Highfield Qualifications
International Approved Centre