

Customer Relationship Management

1 day

Description

This ILT Series course introduces the benefits of creating customer loyalty, developing a market intelligence enterprise, and incorporating customer relationship management in a company. Students will learn how to create customer loyalty, define the four marketing tiers, define the four types of CRM, define the CRM process, and evaluate critical success factors. Course activities also cover the goals and cost of CRM, CRM pre-implementation strategies, the CRM implementation process, tactics used to test CRM, and ways to modify operations costs to become customer-focused. Students will also learn how to manage customer relationships over the Internet, identify the characteristics of eCRM, automate processes with eCRM, and customize eCRM interfaces for each type of eCRM user.

Prerequisites

- *None*

Course Outline

Unit 1: Customer loyalty

Topic A: Customer loyalty

Topic B: Market intelligence enterprise

Unit 2: CRM basics

Topic A: Customer information

Topic B: A CRM program

Unit 3: Preparations for CRM

Topic A: CRM and expenditures

Topic B: Implementation planning

Unit 4: CRM implementation

Topic A: CRM implementation preparation

Topic B: The implementation process

Unit 5: eCRM

Topic A: eCRM fundamentals

Topic B: eCRM and automation

Unit 6: eCRM customization and goals

Topic A: eCRM customization

Topic B: eCRM goals