

Customer Relationship Management (CRM) & eCRM Overview

Why you should attend

The aim of this one-day workshop is to give you an overview of Customer Relationship Management (CRM) and the tools necessary to deliver a CRM strategy and to assist in the identification of opportunities through the CRM business model.

The size of each class is limited to ensure a relaxed atmosphere, which encourages you to ask questions, and allows us to tailor each course to the needs of those attending. Interaction and experience sharing is all part of the day.

Who will benefit

This course is ideal for anyone who is new to voice and data communications or who wishes to have a far greater understanding of the business requirements to deliver a CRM strategy.

Course objectives

On completion of the workshop you will be able to:

Understand the importance to organisations of Customer Relationship Management (CRM)

Describe where to use eCRM in relationship to a organisation's CRM model

To be able to identify how to deliver eCRM against business objectives

Identify the roles associated with the implementation of a eCRM strategy

Course Duration

For the full course detailed below, it is normally one day 9.30 - 4.30.

Contents

What is Customer Relationship Management (CRM)?	Defining CRM Importance to business of CRM CRM Model
Why CRM?	How consumer demands are changing Traditional Call Centres issues Reacting to change Effective Communication Centres eCRM
Implementing an effective CRM model	eCRM Benefits Mechanisms that make up CRM Process, People, Technology Implementation issues
The Marketplace	Who is operating in this arena
eCRM Solutions	Introduction Service Overview Features and Benefits Knowledge Management
Roles & Responsibilities exercise	What do we need to know? How do we find out? Who do we sell to?