



Customer Relationship Management 11-Week Training Course

OVERVIEW

The Customer Relationship Management (CRM) 11-Week Training Course aims to provide participants with comprehensive knowledge and skills in effectively managing customer relationships to enhance business success. Through a combination of theoretical concepts, practical exercises, and case studies, participants will gain a strong foundation in CRM principles and learn how to implement strategies that foster long-term customer loyalty and satisfaction.

WEEK	LESSON	DESCRIPTION
1	Introduction to Customer Relationship Management	<ul style="list-style-type: none">Understanding the importance of CRM in modern businessOverview of key CRM concepts, strategies, and benefitsExploring CRM technologies and tools for effective implementation
2	Customer Segmentation and Targeting	<ul style="list-style-type: none">Segmenting customer base for effective targetingAnalyzing customer data and demographicsDeveloping personalized marketing approaches for different customer segments
3	Customer Data Management	<ul style="list-style-type: none">Collecting, organizing, and analyzing customer dataImplementing effective data management systemsEnsuring data privacy and security in CRM practices
4	Building Customer Loyalty	<ul style="list-style-type: none">Understanding customer loyalty and its impact on business successImplementing customer retention strategiesCreating loyalty programs and incentives



5	Customer Experience Management	<ul style="list-style-type: none">• Designing exceptional customer experiences across touchpoints• Measuring and improving customer satisfaction• Managing customer feedback and complaints
6	Off	
7	Sales Force Automation	<ul style="list-style-type: none">• Leveraging CRM tools for sales force automation• Managing leads, opportunities, and sales pipelines• Analyzing sales performance and forecasting
8	Marketing Automation and Campaign Management	<ul style="list-style-type: none">• Automating marketing processes using CRM technology• Designing and executing targeted marketing campaigns• Analyzing campaign effectiveness and ROI
9	Customer Service and Support	<ul style="list-style-type: none">• Delivering exceptional customer service through CRM• Managing customer inquiries, issues, and escalations• Measuring customer service performance and quality
10	Analytics and Reporting in CRM	<ul style="list-style-type: none">• Utilizing CRM analytics for data-driven decision-making• Generating CRM reports and dashboards• Monitoring key performance indicators and metrics
11	CRM Strategy and Future Trends	<ul style="list-style-type: none">• Developing a comprehensive CRM strategy• Exploring emerging trends and technologies in CRM• Reviewing best practices and case studies in CRM implementation