ITC
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TRAINING SCHEDULE

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CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ADVANCED

Overview:

The CRM Advanced training program is designed for professionals who have a basic understanding of CRM and want to deepen their knowledge and skills to become proficient in managing complex customer relationships. This program covers advanced topics such as data analysis, segmentation, personalization, and customer retention strategies. Participants will learn how to leverage technology and data to create and execute effective CRM strategies that drive business growth and improve customer satisfaction.

Objectives: By the end of the CRM Advanced training program, participants will be able to:

- Develop and implement effective CRM strategies that align with business goals
- Understand advanced data analysis techniques to gain insights into customer behavior and preferences
- Segment customers based on their needs and preferences to personalize communication and improve engagement
- Develop and execute customer retention strategies to reduce churn and increase loyalty
- Leverage CRM technology to automate processes and improve efficiency
- Manage complex customer relationships and optimize customer lifetime value
- Understand the legal and ethical considerations of CRM and data privacy
- Analyze and measure the effectiveness of CRM programs and campaigns
- Collaborate effectively with cross-functional teams to achieve business goals

Overall, this 10-day CRM Advanced training program will provide participants with the knowledge and skills to become proficient in managing complex customer relationships and developing effective CRM strategies that drive business growth and improve customer satisfaction.

Targeted Groups:

- CRM managers
- Sales and customer service managers focusing on CRM
- CRM analysts
- Marketing professionals seeking advanced CRM strategies
- Individuals aiming to optimize customer interactions

Planning:

Day 1: Introduction to Advanced CRM Concepts

- Overview of advanced CRM concepts and strategies
- Understanding the role of CRM in driving business growth
- CRM maturity models and best practices

Day 2: Data Analysis for CRM

- Advanced data analysis techniques for customer data
- Identifying key performance indicators (KPIs) for CRM
- Developing and implementing data-driven CRM strategies

Day 3: Customer Segmentation and Personalization

- Understanding customer behavior and preferences
- Developing customer segments based on needs and preferences
- Personalizing communication and engagement for better customer experiences

Day 4: Customer Retention Strategies

- Developing and implementing effective customer retention strategies
- Analyzing customer churn and identifying retention opportunities
- Leveraging customer feedback to improve retention

Day 5: CRM Technology

- Overview of CRM technology and tools
- Selecting the right CRM technology for business needs
- Implementation and integration of CRM technology

Day 6: Managing Complex Customer Relationships

- Managing complex customer relationships and optimizing customer lifetime value
- Understanding the customer journey and touchpoints
- Developing effective customer communication and engagement strategies

Day 7: Legal and Ethical Considerations in CRM

- Understanding legal and ethical considerations in CRM and data privacy
- Compliance with data protection regulations and standards
- Building trust and maintaining ethical business practices

Day 8: Measuring and Analyzing CRM Effectiveness

- Measuring the effectiveness of CRM programs and campaigns
- Developing performance metrics and dashboards
- Analyzing and interpreting CRM data for insights and action

Day 9: Collaborating for CRM Success

- Collaborating effectively with cross-functional teams for CRM success
- Building and managing CRM project teams
- Developing effective communication strategies for CRM initiatives

Day 10: Putting it all Together – CRM Strategy Development

- Developing a comprehensive CRM strategy
- Implementing CRM initiatives and measuring results
- Continuous improvement and innovation in CRM