



CRM Relationship Management

Customer Relationship Management (CRM) plays a role, in the growth and sustainability of organizations. Thanks to advancements in software technology CRM systems have made progress in terms of design and management. These improvements aim to enhance customer interaction and deepen organizations understanding of their customers ultimately helping them gain an edge.

This course offers an introduction to CRM providing participants with a grasp of the underlying processes. Moreover, it equips students, with the skills to apply CRM principles across industries. Specifically tailored for rural management students the course incorporates examples closely linked to planning.

Course Overview

During the workshop participants will have opportunity to get acquainted with one another and discuss the agenda for the day. Additionally, they will be encouraged to identify their personal learning goals.

Introduction, to Customer Relationship Management (CRM)

During this session participants will gain an understanding of what Customer Relationship Management entails as the various factors that support it.

Management of CRM Processes

In this section we will focus on managing processes within CRM including;

- Customer Lifecycle Management (CLM)
- Customer Lifetime Value
- Contact Management
- Activity Management
- Issue Management
- Workflow Management
- Sales Force Automation (SFA)
- Opportunity Management
- Marketing Automation
- Collaboration Processes
- Enterprise Portals and Dashboards

Analytics, in CRM

Participants will be introduced to analytics during this session. We will cover pattern-based strategies, analytics techniques and methods the CRM intelligence management cycle, CRM data warehousing, customer centric data mining and ways to measure profitability.

CRM Tools

This section will provide an overview of the tools used in CRM relationship management.

Workshop Wrap Up

At the conclusion of the course there will be an opportunity for students to ask questions and complete an action plan.

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