College Africa Group – CRM: An Introduction to Customer Relationship Management

This one-day course will help you introduce the different facets of Customer Relationship Management (CRM) to participants. It will also help you teach them how to identify who their customers really are, analyse the key components of CRM, and understand how it integrates within an organisation.

This course will teach participants how to:
- o Demonstrate an understanding of the terms and benefits of CRM on a company's bottom line
- o Analyse the different components of a CRM plan
- o Develop a checklist for readiness and success in CRM
- o Describe how CRM creates value for organisations and customers
- o Consider developmental roles that have the greatest impact on CRM

Customer Relationship Management
To begin, participants will look at what CRM programs they are involved in and how these programs have affected their lives. Participants will also explore the meaning of CRM and its potential value.

What CRM Is and Who It Serves
Next, participants will look at different types of CRM programs and the needs they can serve.

Checklist for Success
This session will explore evaluation metrics and privacy issues.

Requirement Driven Product Selection
During this session, participants will look at the Requirement Driven Product Selection process. This process requires defining the business need (or pain or problem, depending on the issue), deciding which functions are needed to meet the requirements, and then defining the products that support the selection.

Considerations in Tool Selection
This session will look at ways to narrow the scope of your field and to get the right people to move your CRM program along.

Strategies for Customer Retention
Next, participants will explore ways to retain customers through a large group discussion.

Building the Future
During this session, participants will explore the four pillars of CRM and how they can use them to help others embrace the CRM plan.

Homegrown vs. Application Service Provider
Participants will look at the advantages and disadvantages of developing a program in-house versus using an Application Service Provider.

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The Development Team
This session will give participants the framework for building a stellar CRM team.

Evaluating and Reviewing Your Program
To conclude the day, participants will look at some evaluation tools, including customer profiles and life cycles.

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