



CERTIFIED CUSTOMER RELATIONSHIP MANAGER [CCRM]

PITMAN

Mirqab-Shuhada Str.-Souk Alsafat-3rd Floor



IPM HISTORY:

INSTITUTE OF PROFESSIONAL MANAGERS was created Five years ago as a private initiative designed to offer postgraduate training programs in the field of business administration and senior management in the United Arab Emirates, Qatar, the Arab Republic of Egypt & The launching of a group known professors and experts in the field of training and education in the Middle East IPM Has been established for cooperation with major universities, colleges and business schools and associations specializing in professional certification in the business administration

PROGRAM SUMMARY

CRM is a strategic methodology that recognizes customers as the core of the business. Organizations are finding that if they enhance the customer experience, a relationship can form between the customer and the organization. Sustaining this relationship over time can lead to growing customer satisfaction and loyalty, which in turn enhances the organization's competitive position as well as increases its profitability. Through case studies, practitioner guest speaking, a project, class discussion and presentations, participants will gain a firm understanding of the key decision variables required to successfully adopt and use this methodology in B2C, B2B and B2B2C environments.

PARTICIPANTS WITH MINIMAL OR NO EXPOSURE TO CRM WILL GAIN:

- an in-depth understanding of the benefits of CRM and the competitive advantage opportunities this methodology precipitates
- a grasp of the challenges and constraints organizations face in attempting to incorporate CRM
- an appreciation for how technology can be leveraged to enhance a CRM initiative
- exposure to best practices in multiple vertical markets
- insight into key decision variables related to CRM
- an understanding of simple CRM techniques
- a reinforcement of the concepts by working on case study analysis and an individual project



SKILLS/TECHNIQUES

Through lectures, case analysis and discussions focusing on the above topics, participants will be ready to test their ability in applying their newly acquired knowledge. In the first session, participants will be assigned to small teams. Over the remaining sessions, teams will analyze and discuss several case studies which focus on current CRM related initiatives. Case analysis will be performed outside the class. Cases have been carefully selected to ensure that the participant will apply all of the above topic areas in their analysis. Time is allotted in scheduled sessions to discuss each team's case evaluation and recommendation to the case questions. Each individual will receive a series of questions on related CRM topics. Throughout the sessions, discussions will precipitate insight to answering these questions. Participants will be expected to provide their input to the questions in the last session. As an individual, each participant will choose to exercise one of the following two options.

- Option 1: perform a CRM analysis (topic and area is participant's choice) of an organization's environment, usually the participant's organization. The analysis approach will be customized for the student based on their objective
- Option 2: Analyze a specific CRM case problem provided by the instructor

1.CUSTOMER RELATIONSHIP MANAGEMENT IS NOT AN OPTION

Customer Relationship Management Defined
Technology Does Not Equal Strategy
The Power of CRM
CRM Success Factors
CRM Is Here to Stay

2. THE CUSTOMER SERVICE/SALES PROFILE

Why Call It the Customer Service/Sales Profile?
The Three Levels of Service/Sales
The Shape of Your Customer Service/Sales Profile
Pitfalls of the Customer Service/Sales Profile
CRM and Your Profile

3. MANAGING YOUR CUSTOMER SERVICE/SALES PROFILE

Contact Center
Maurice's Food Brokerage
Managing Initial or Stand-Alone Transactions
Managing for Repeat Business
Managing for Customer Advocacy

4. CHOOSING YOUR CRM STRATEGY

CRM Strategy Starting Points
Picking the Player
Preparing for Your First Meeting
The CRM Strategy Creation Meeting(s)
Identify Potential Strategies
CRM Strategy Selection

5. MANAGING AND SHARING CUSTOMER DATA

Return to Your Strategies
Data vs. Information
Managing Customer Information—Databases
Ethics and Legalities of Data Use

6- TOOLS FOR CAPTURING CUSTOMER INFORMATION

Where to Get the Data and Information
The Computer Is Your Friend (but Not Always Your Best Friend)
Believe It or Not

7.SERVICE-LEVEL AGREEMENTS

Service-Level Agreements Defined
Three Keys to Effective SLAs
Creating an SLA
Using SLAs to Support Internal Customer Relationships
Making SLAs Work

8.E-COMMERCE: CUSTOMER RELATIONSHIPS

on the Internet
CRM on the Internet
Choosing the Right Vehicle
Three Rules for Success on the Road to E-Commerce
What Does the Future Hold?

9.MANAGING RELATIONSHIPS THROUGH CONFLICT 115

Managing the Moment of Conflict

“But ‘Nice’ Never Bought Me a Customer”

Customer Relationship Management Is an Early Warning System

What if the Customer Is the Problem?

10.FIGHTING COMPLACENCY: THE “SEVEN-YEAR ITCH”

in Customer Relationships

But They Love Me!

The Illusion of Complacency

Customer Needs Change

Make Parting Such Sweet Sorrow

Renew Your Vows

11.RESETTING YOUR CRM STRATEGY

Ready, Set, Reset!

Phase 1. Are You Hitting Your Target?

Phase 2. Does Your CRM Strategy Work for Your People?

Phase 3. Time for Change

Closing Words

MDI CERTIFICATE FORMAT:

A framed certificate of completion will be awarded to class members who attend at least 80% of the 40 training hours are granted by Management Development Institute through the College of Business Administration at Missouri State University.

ABOUT IPM EXAMS

IPM COURSES PRE-REQUISITE:

BACHELOR DEGREE IN ANY FIELDS

3 Years experience

Copy of CV

Copy of university Certificate

2 Passport Pictures

FOR NON-BACHELOR HOLDER:

Copy of CV

10 Years of experience

IPM MEMBERSHIP:

Attend the 40 hours course training

Pass the course exam

IPM EXAM:

40 Multiple Choose Question

1 Hour Duration



IMPORTANT NOTE:

Exam fees are included in the course fees, in case the delegate fail in the exam he/she can re-take the exam free of charge, if he/she fail again a fees of 200\$ should be paid, if he/she fail again training course should be re-taken before setting new date for the exam.