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Customer Relationship Management

Publisher: CourseILT

Code: 0619161418

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Version: 1

Course Length: 1 day (6+ hours)

Audience: Students interested in learning about customer relationship management

Prerequisites: None

What's in Customer Relationship Management:

Identifying the benefits of loyal customers, creating and developing customer relationships are essential to all organizations' success. The open, modular-style manual is design for quick scanning in the classroom, and is filled with interactive exercises that will allow students to explore the complexities of Customer Relationship Management.

Objectives:

- Identify the goals and types of customer relationship management, and develop a customer relationship management program.
- Manage and reduce costs associated with CRM implementation, and plan a CRM implementation.
- Redesign work processes, identify reasons for implementing CRM in stages, and implement CRM.
- Identify the features and disadvantages of eCRM, and automate CRM through eCRM.

Topic-Level Outline

Unit 1 : Customer loyalty

*Topic A: * Customer loyalty*

A-1: Discussing the benefits of customer loyalty

A-2: Creating loyal customers

*Topic B: * Market intelligence enterprise*

B-1: Identifying marketing tiers

B-2: Discussing the goals of an MIE

Unit 2 : CRM basics

*Topic A: * Customer information*

A-1: Discussing CRM types

A-2: Identifying CRM goals

*Topic B: * A CRM program*

B-1: Discussing the CRM process

B-2: Recognizing the impact of a CRM system

B-3: Analyzing CSFs

B-4: Identifying precautions

Unit 3 : Preparations for CRM

*Topic A: * CRM and expenditures*

A-1: Analyzing CRM costs

A-2: Discussing the economic impact of CRM

*Topic B: * Implementation planning*

B-1: Selecting the CRM implementation team

B-2: Identifying departments affected by CRM

B-3: Discussing CRM program failure factors

B-4: Testing a CRM program

Unit 4 : CRM implementation

*Topic A: * CRM implementation preparation*

A-1: Preparing for CRM implementation

A-2: Identifying reasons for implementing CRM in stages

*Topic B: * The implementation process*

B-1: Discussing CRM implementation steps

Unit 5 : eCRM

*Topic A: * eCRM fundamentals*

A-1: Discussing eCRM

A-2: Identifying eCRM features

A-3: Discussing eCRM disadvantages

*Topic B: * eCRM and automation*

B-1: Automating the marketing department

B-2: Automating the sales department

B-3: Automating the customer service department

B-4: Automating the accounting department

Unit 6 : eCRM customization and goals

*Topic A: * eCRM customization*

A-1: Identifying stakeholders that benefit from eCRM

A-2: Customizing eCRM

*Topic B: * eCRM goals*