

CRM – An introduction to Customer Relationship Management



As with many significant undertakings, undergoing a CRM review (even simply considering its implementation) requires learners to analyse technical and complicated systems. This **one-day workshop** sorts through a myriad of information and brings you the basics you need to make a decision about the need for CRM, its benefits, and how to coordinate the base requirements for a CRM undertaking.

How You Will Benefit

At the end of the workshop you will be able to:

- Develop an understanding of the terms and benefits of CRM on a company's bottom line
- Analyse the different components of a CRM plan
- Develop a checklist for readiness and success in CRM
- Develop an understanding of how CRM creates value for organisations and customers
- Consider developmental roles that have the greatest impact on CRM

What You Will Cover

- What CRM is and who it serves
- Checklist for success
- Requirement driven product selection
- Considerations in tool selection
- Strategies for customer retention
- Building the future
- Homegrown vs. the application service provider
- The development team
- Evaluating and reviewing your program

What's Included?

- Instruction by an expert facilitator
- Small interactive classes
- Specialised manual and course materials
-

YES! Enrol me now!

REGISTRATION FORM

Introduction to Customer Relationship Management

Participant's name:	_____	Position:	_____
Organisation:	_____		
Work Address:	_____		
Phone:	_____	Email:	_____
Credit card type: MasterCard / Visa Only			
Name on card:	_____	Amount:	_____
Credit Card Number	_____	Expiry Date	_____
Signature	_____		

STELLARIS PTE LTD

P.O. Box 13596, Tauranga, 3141

Telephone: 07 577 1891 **Toll Free:** 0800 Be Best **Fax:** 07 577 1893 **Email:** info@Stellaris.co.nz

Stellaris PTE Ltd is registered as a private training establishment by the New Zealand Qualifications Authority under the provisions of the Education Act 1989 and its subsequent amendments.