

CUSTOMER RELATIONSHIP MANAGEMENT

Unit Standard	10103
NQF	Level 7
Credits	30
Duration	2 Days
Organisational Development Area	Front Office Management

SYNOPSIS

The purpose of the course will be to provide delegates with the key skills, knowledge and perceptions required to identify, develop and nurture high-impact relationships with customers which permit the organisation to grow its operations in the long-term.

COURSE OUTLINE

- Introduction;
- Determining CRM;
- The CRM model;
- Key tools & components;
- Developing the CRM programme;
- Future trends in CRM;
- Conclusion – making a difference on-the-job;
- Action learning project;
- Methodology for course;
- Technical input and teaching;
- Case studies;
- Classroom discussion and debate;
- Creative conversation;
- Organisation-specific role-plays and exercises.

COURSE OUTCOMES

Upon successful completion of this course learners will have the ability to:

- Understand the nature and purpose of modern organisations with special emphasis on customer relationships;
- Define Customer Relationship Management – the virtual and the actual;
- Understand and apply the Customer Relationship Management model;
- Understand and apply the key tools and components of CRM including;
- Develop and apply a CRM programme including;
- Understand, interpret and manage future trends in CRM;
- Apply these skills to real challenges in real organizational settings;
- Agree methods for transferring skills to the workplace.