Increase Organisation Productivity Through Customer Relationship Management (CRM)

- Do you believe CRM is only for large organisations, or do you want to discover how it can benefit businesses of all sizes?

- How can you engage your staff so that their energy and commitment translate into happier, more loyal customers?

- Are you ready to use CRM strategies and insights to build stronger relationships, increase productivity, and create lasting customer satisfaction?

Introduction

In today's competitive environment, the strength of an organisation lies not only in the quality of its products and services but also in the depth of its relationships with customers. Customer Relationship Management (CRM) has often been seen as a tool for large corporations, but in reality, it is a powerful strategy that any organisation can use to build loyalty, improve productivity, and drive sustainable growth. Customers today are savvy, selective, and time-conscious, which means businesses must find smarter ways to engage them, understand their needs, and provide meaningful experiences. This program is designed to help participants rethink how they manage customer relationships—by equipping them with practical CRM approaches, technology-enabled tools, and behavioural insights. With the right system and strategies in place, organisations can foster engaged employees, satisfied customers, and ultimately stronger business outcomes.

Program Objectives

This program aims to:
- Expose participants with the role of Customer Relationship Management in an organisation setting
- Apply Customer Relationship Management in a business setting
- Increase profit through Customer Relationship Management

Learning Outcomes

After completing this program, participants should be able to:

- Choose the right customer relationship management (CRM) strategy
- Manage customer database effectively
- Optimise customer information for sales strategies in an organisation
- Increase sales and profit with a strategic marketing strategy with Customer Relationship Management

Who should attend?

First-line management, middle management, senior management and anyone who wish to acquire in-depth knowledge in customer relationship management

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	**Essential of Customer Relationship Management in an Organisation** Customer relationship management (CRM) is not just the application of technology but is a strategy to learn more about customers' needs and behaviours to develop stronger relationships with them. As such it is more of a business philosophy than a technical solution to assist in dealing with customers effectively and efficiently. Nevertheless, successful CRM relies on the use of technology.
10.30am-11.00am	**Morning Break**
11.00am-1.00pm	**The Customer Service** In this module, the participants would learn what do we mean by customer service, what is good customer service, how do we show good customer service and what skills do we need for customer service. With the technology paradigm shift, the participants would need to use a CRM to serve the customers.
1.00pm-2.00pm	**Lunch**
2.00pm-3.30pm	**Managing your customer**

Time	
	This module to help the participants to understand the application of CRM to serve the customers according to their life cycle. The participants would learn to manage customer awareness, knowledge, consideration, selection, purchase, retention and advocacy by using the CRM.
3.30pm-4.00pm	**Tea Break**
4.00pm-5.00pm	**Choosing your Customer Relationship Management strategy** In this module, the participants would look at the proactive engagement strategy and the reactive engagement strategy. Both of the strategies main to capture three areas - marketing, sales and customers. In the reactive engagement, the process of engagement, purchase and deliver would be covered,
Time	**Day Two**
9.00am– 10.30am	**Managing and Sharing Customer Data** Managing customer data is a hot topic. According to one report, consumer data is now the world's most valuable resource—"the oil of the digital era"—and needs to be treated and safeguarded as such. Failing to do so can result in serious damage. In this module, the participants would learn the right method to handle the sensitive issues of the customers.
10.30am-11.00am	**Morning Break**
11.00am-1.00pm	**Tools for Capturing Customer Information** Customer information management is one of the key features of a CRM system. A CRM system with better customer information management tools helps in building profitable customer relationships.
1.00pm-2.00pm	**Lunch**
2.00pm-3.30pm	**Managing a Relationship through Conflict in an Organisation** In this module, the participants would learn the conflict mode instrument - the competing, collaborating, compromising, accommodating, avoiding. Then, the implementation of the strategy is used applied through CRM.
3.30pm-4.00pm	**Tea Break**
4.00pm-5.00pm	**Customer Engagement in an Organisation** The participants would apply the CRM to engage with customers. In the CRM, it uses online, social media and the voice system. The system covers the areas to listen, learn, connect, influence and optimise in the

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	managing customers.

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