



Derek Hendrikz Consulting Presents:

# Customer Relationship Management (CRM)

Duration:	3-days
Max. Participants:	20
Facilitators:	1
NQF Level:	5
Total Credits:	16
SETQAA Accreditation:	Services SETA – Decision Number 2072

## About the workshop:

The 'Customer Relationship Management' Programme forms part of the National Diploma in Customer Management (SAQA QUAL ID: 20908). This programme is designed to give participants the necessary Customer Relationship Management (CRM) skills to manage relationships in such a way that optimal customer satisfaction is achieved.

Areas covered are:

- Corporate liaison & networking skills.
- Interpersonal customer communication.
- Assessing & responding to customer needs.
- Creating customer satisfaction.
- Creating customer value.
- The CRM value chain.
- Strategic CRM.
- Maintaining & improving customer relationships.

## The workshop outcome:

On completion of this workshop the participant should be able to effectively manage customer relationships within the work environment.

## SETQAA Accreditation:

On successful assessment of the learner's portfolio of evidence, he/she will be accredited on the following unit standard:

Unit Standards:	Unit Standard Number:	Credits:
Develop customer needs and relationships	10067	16

Participants will be assessed on the following specific outcomes:

1. Initiating interpersonal communication with sales customers.
2. Assessing and responding to customer needs.
3. Maintaining and improving customer relationships.

**Training methodology:**

The methodology is based on interactive learning, i.e. learners will learn by doing. Furthermore learners will use examples from their own organisations, thus ensuring that the learning is anchored at their workplace.

As with all DHC training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

**Programme:**

Time:	Day 1:	Day 2:	Day 3:
08:00-10:00	Introduction to Customer Relationship Management (CRM)	Assessing & responding to customer needs	The CRM value chain
10:00-10:30	<i>Convenience Break</i>		
10:30-12:30	Corporate Liaison & Networking skills	Creating customer satisfaction	Strategic CRM
12:30-13:30	<i>Lunch</i>		
13:30-15:00	Interpersonal communication with customers	Creating customer value	Maintaining & improving customer relationships
15:00-15:15	<i>Convenience Break</i>		
15:15-16:00	Day Review	Day Review	Day Review

**Who Should Attend?**

- CRM Managers.
- Business owners.
- Sales Managers.
- Customer Service Managers.
- Middle & Junior Managers.
- Any person interested in supervising effective customer service practice.

**Day 1:*****Introduction to Customer Relationship management***

- Strategic CRM.
- Operational CRM.
- Analytical CRM.
- Customer satisfaction loyalty.

***Corporate liaison & networking skills***

- Customer privacy.
- Networking management.
- Corporate liaison skills.
- Supplier relationships.

***Interpersonal communication with customers***

- Person to person contact.
- Key account management.
- Interpersonal effectiveness.
- Customer conflict management.

**Day 2:*****Assessing and responding to customer needs***

- Defining your customers.
- The boundaries of responsibility.
- Customer segmentation.
- Customer portfolio management.
- Strategically significant customers.

***Creating customer satisfaction***

- Understanding what customers want.
- Creating a constant feedback loop.
- Redesigning processes to avoid what customers don't want.

***Creating customer value***

- Product value.
- Services value.
- Process value.
- People value.
- Results value.
- Communication value.
- Experience value.

**Day 3:*****The CRM value chain***

- The stages of a CRM value chain.
- Supporting conditions for a CRM value chain.
- Linking business processes to customer satisfaction.
- Designing the value chain.

***Strategic CRM***

- Customer management structures.
- CRM goals & objectives.
- CRM architecture.
- The relationship between CRM; marketing & sales.
- Creating CRM values.
- Internalising a CRM oriented culture.

***Maintaining & improving customer relationships***

- The customer life cycle.
- Acquisition vs. retention.
- The art of customer retention.
- KPI's for customer retention.
- Constant improvement of customer relationships.

**Derek Hendrikz Consulting cc:***(1997/060793/23)*

- Tel: 012 567 2824
- Fax: 012 543 3292
- E-mail: [hello@derekhendrikz.com](mailto:hello@derekhendrikz.com)
- URL: [www.derekhendrikz.co.za](http://www.derekhendrikz.co.za)
- P. O. Box 14557, Sinoville, 0129, South Africa.

**Beyond Comparison!**