CUSTOMER RELATIONSHIP MANAGEMENT CERTIFICATION

As per International Standards

UNICHRONE

Unichrone Training Advantages

- ✔ 1 Day Interactive Instructor-led Online/Classroom or Group Training

- ✔ Course study materials designed by subject matter experts

- ✔ Mock Tests to prepare in a best way

- ✔ Highly qualified, expert & accredited trainers with vast experience

- ✔ Enrich with Industry best practices and case studies and present trends

- ✔ Customer Relationship Management Training Course adhered with International Standards

- ✔ End-to-end support via phone, mail, and chat

- ✔ Convenient Weekday/weekend Customer Relationship Management Training Course schedule

About Unichrone

✔ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.

Guaranteed Quality

Handpicked Trainers

Global Presence

Online Training Option

We've trained professionals across global companies

PHILIPS

AXCESS
FINACIAL PRODUCT MANAGEMENT

CLARIANT

AkerSolutions

WÜRTH

baycoat

DU PONT

DASHTI

GlobalSign

TriskeleLabs

مصرف الراجحي
Al Rajhi Bank

DHL

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AMERICAN MEDICAL ASSOCIATION

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Importance of Customer Relationship Management Training

✓ Customer Relation Management Certification empowers professionals to master the art and science of developing and maintaining meaningful customer interactions. It gives individuals an organized learning path to gain a panoramic overview of CRM tools, strategies, and best practices. This equips individuals to analyze customer behavior, understand their requirements, and craft solutions. Subsequently, this enables them to help businesses with customer retention and positive customer experiences. It is a testament to one's expertise in nurturing client relationships and upholding an enterprise's reputation in the industry.

✓ Customer Relation Management Training provides candidates with great knowledge that is important in the enhancement of successful customer relations. Those who attend Customer Relation Management Training sessions are usually able to gain a broad appreciation of customers within the given market. Candidates learn how to use CRM software to input and process customer data, track customer interactions, and automate business processes efficiently. Also, training ensures that candidates master good interpersonal communication skills to handle customers well and handle any arising conflict.

ELIGIBILITY CRITERIA

✔ Aspirants need not meet any requirements to pursue Customer Relationship Management Training Course. However, having prior knowledge is beneficial.

WHO SHOULD ATTEND

✔ Any individual who wants to gain skills in this domain can enroll in the Customer Relationship Management Training course.

Syllabus of Customer Relationship Management Training

Lesson 01 – Introduction to Customer Relationship Management
1. What is Customer Relationship Management?
2. Strategic CRM
3. Operational CRM
4. Analytical CRM
5. Collaborative CRM
6. CRM Constituencies
7. Models of CRM

Lesson 02 – Understanding Relationships
1. What is a Relationship?
2. Relationship Quality
3. Why Companies Want Relationship with Customers?
4. Why Customer Want Relationships with Suppliers?
5. Customer Satisfaction, Loyalty, and Business Performance
6. Relationship Management

Syllabus of Customer Relationship Management Training

Lesson 03 – Planning and Implementing CRM Projects
1. Introduction
2. CRM Implementation
3. Phase 1: Develop the CRM Strategy
4. Phase 2: Build CRM Project Foundations
5. Phase 3: Needs Specification and Partner Selection
6. Phase 4: Project Implementation
7. Phase 5: Evaluate Performance

Lesson 04 – Developing, Managing, and Using Customer Related Databases
1. What is a Customer-Related Database?
2. Developing a Customer- Related Database
3. Select the Database Technology and Hardware Platform
4. Maintain the Database
5. Desirable Data Attributes
6. Data Integration
7. Data Warehousing
8. Data Marts
9. Data Access and Interrogation
10. Data Mining
11. Privacy Issues

Syllabus of Customer Relationship Management Training

Lesson 05 – Customer Portfolio Management

1. What is a Portfolio?
2. Who is the Customer?
3. Disciplines for CPM
4. Market Segmentation
5. Sales Forecasting
6. Activity Based Costing
7. Lifetime Value Estimation
8. CPM in the Business-to-Business Context
9. Customer Portfolio Management Tools
10. Customer Management Strategies
11. What is a Portfolio?

Lesson 06 – Customer Relationship Management and Customer Experience

1. Introduction to Customer Relationship Management
2. What is Customer Experience?
3. Experiential Marketing Strategies
4. Customer Experience and the Role of CRM
5. Features of CRM Software Applications
6. Link Between Customer Experience and CRM

Syllabus of Customer Relationship Management Training

Lesson 07 – Customer Retention and Development
1. What is a Customer Retention?
2. Manage Customer Retention or Value Retention
3. Economics of Customer Retention
4. Which Customers to Retain?
5. Strategies for Customer Retention
6. Positive Customer Retention Strategies

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Exam Format of Customer Relationship Management Certification

Examination Format	
Exam Name	**Customer Relationship Management Exam**
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Customer Relationship Management, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Customer Relationship Management exam.

Contact Us

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https://unichrone.com/