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Customer Relationship Management (CRM)

Developing and implementing a phased, enterprise-wide strategy

The programme at a glance

Your customer relationships are your most valuable resource. Customer Relationship Management (CRM) has the ability to provide customers with an optimal sales and service experience at every point of interaction with your organisation and will differentiate you from your competitors.

This programme will help you to understand CRM and make your CRM efforts a success. You will address all the issues including developing a CRM strategy integrating the CRM strategy in your overall business and marketing strategy, planning a CRM programme, restructuring your organisation and your management processes, selecting the systems and technologies to support CRM, implementing CRM effectively and measuring its impact to determine if your efforts were successful.

Is this seminar for me?

This seminar is for executive managers with responsibility for maximising customer relationships to increase corporate profits. Depending upon the organisation, this could include: CEOs, COOs, CIOs, CKOs, presidents, vice presidents and directors of marketing, sales, customer relationships, information management, information systems and customer service, from all sectors such as technology, telecoms, utilities, business services, financial services, manufacturing, publishing and associations/non-profits.

Why should I attend?

Attend this seminar and learn how to:

- understand CRM and why it is one of today's hottest business concepts
- deepen customer relationships and increase customer loyalty for greater profitability
- achieve customer and competitive differentiation in a parity environment by delivering value to your customers more successfully than your competition does
- transform your organisation's culture into buying into an enterprise-wide customer-centric business
- turn customer information into business direction
- develop an integrated approach to implementing your CRM strategies
- anticipate customer behaviour for cross-selling and up-selling
- select the right technology and infrastructure solutions for your CRM challenges
- gauge and measure the success of CRM initiatives
- achieve substantial bottom-line impact when you deliver on the promise of CRM

What will I learn?

CRM: What it is really about

- introduction and expectations
- CRM in the business context

CRM: Five steps of success

Step 1: Understand our customers

- define and map the market
- understand customer needs
- discover segments
- assess competitive position
- select target segments

Step 2: Commit to the customer

- define segment strategy

- develop differentiated offering
- fill capability gaps
- define KPIs and measure
- communicate customer value
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Step 3: Create customer value

- develop customer culture
- define customer value processes
- invest in customer value infrastructure
- populate customer value processes
- implement customer value

Step 4: Obtain customer feedback

- track won and lost business
- proactively seek customer feedback
- manage and resolve customer queries and complaints
- regularly and independently assess customer satisfaction
- integrate all of the above to improve customer value

Step 5: Measure and improve

- measure results
- challenge customer understanding
- re-define customer commitment
- improve customer value
- anticipate change

CRM strategies

- CRM strategies for you

Action and implementation

Methodology

The workshop is constructed around the 5-step Customer Value Management (CVM) process developed by Phil and Mike, which has been successfully used with their own clients when developing and implementing CRM strategy. Real life, successful case studies will also be used to illustrate CRM concepts in action. There will be breakout sessions for smaller group work and interaction in order to give you hands-on involvement.

Speaker faculty

Phil Allen is founder of a marketing excellence practice that creates value for clients by helping them to apply marketing excellence to their businesses, a consultant and trainer at a marketing planning centre, and a council member of ECMSA.

Phil's expertise ranges from customer research through market segmentation, market planning, and marketing strategy development and implementation, to customer relationship management. His strength lies in his ability to convert the marketing concepts into practical and actionable business strategies and plans.

In addition, Phil has hands-on experience at national, continental and global levels in sales, market research and marketing, in multi-national corporations.

Phil is also co-author of the book 'Value-Based Marketing for Bottom-Line Success: 5 Steps to creating customer value' by De Bonis, Balinski and Allen, published by McGraw Hill and the American Marketing Association, December 2002.

Mike Crosswell, a management consultant, has for over 15 years been at the forefront of customer management strategy development and implementation.

Mike's background includes 12 years as European quality and customer service manager with a highly successful private US confectionery organisation where he launched a total quality initiative across Europe, measuring and analysing customer needs, implementing ISO 9001, and developing supplier-based quality programmes. Subsequent to this, he held the position of director of quality and customer service for the world's largest maker of heating and air-conditioning systems, where his responsibilities comprised managing a major customer-focused change programme involving 6,000 employees in 27 companies throughout Europe and the Middle East. As a senior manager for a major management consultancy, Mike led an international team of consultants across Europe to successfully design and implement customer management programmes for a number of clients.

Mike has extensive experience in the facilitation of senior management change workshops with blue chip clients in the USA, South Africa, the Middle East, the Far East, Australia and Europe. Moreover, he has successfully established a European customer management database for benchmarking and best practice evaluation that contains the profile of over 50 business units from retailers to oil majors, and banks to utilities.

Bernard Kaminker

- Bernard holds degrees in the social sciences from the American University of Beirut and the City University of New York as well as an MBA from New York University.
- His early experience includes 4 years of executive training as well as 17 years at American Express Bank. At AEB, Bernard was exposed to all areas of international banking and was transferred to the Paris office as Credit Director in 1990. In that capacity, he was in charge of credit quality oversight and took part in the development and marketing of financial services.
- Since 1995, he has managed his own training consultancy, BRK ProForma, creating and delivering marketing and finance seminars to major corporations on a global basis. Bernard has worked with firms in the automotive, pharmaceutical, hi-tech, and travel service industries.
- In addition, Bernard enjoys leading finance and marketing courses at several top business schools in the Paris area (Essec, Insead, Reims Management School), working with students as well as executive education candidates.
- A native New Yorker, now a transplanted Frenchman, Bernard is equally at ease in French, English, and Spanish and uses all three in his training activities around the world.

For your information

'Customer Relationship Management (CRM)' will focus on providing customers with an optimal sales and service experience at every point of interaction with your organisation. Another MCE programme 'Strategic account management' deals with the specific process for strategically managing major accounts and customers to develop and sustain added value in their business as a mechanism for increasing profit for both organizations. For more information send an email to 'mailback@mce.be' and mention '385' in the subject field. You will receive full details via email within minutes.

Group rates

Groups of 3 or more participants from the same company attending this programme together will benefit from shared learning and receive a 10% discount.

Unconditional Satisfaction Guarantee

We are confident that you will be completely satisfied with our programme. If not, you may select another programme of your choice, free of charge, or we will refund the programme fees. No questions asked.

Delivery options

This course is also available as a Customised Learning Solution, adapted to your specific environment and requirements, delivered when and where needed, in English or other major European languages.

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