



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Customer Relationship Management Online Program

Deliver the Best Possible Customer Value
and Build Lasting Relationships with Customers

Five half-days starting April 17, 2021



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and Build Lasting Relationships with Customers

OVERVIEW

In this era of hyper-competition, customer relationships are critical for the success of a business. Effective customer management helps to maintain a high touch in this high-tech environment. Customer Relationship Management (CRM) is the process of building and maintaining profitable customer relationships by delivering superior value and higher satisfaction to the customer. CRM acts as a source of competitive advantage and can also be a good brand differentiator in the crowded marketplace. By focusing on process, strategy, and technology, this course examines CRM as a strategic process that will help the participants to develop and nurture customer relationships through a deepened understanding of the concepts and best practices of CRM. The participants will learn to create effective customer management and loyalty programs in different industries.

PROGRAM OBJECTIVES

At the end of the course, participants will be able to:

- Understand the importance of customer experience
- Emphasize on the importance of acquiring customers and retaining them for a lifetime
- Construct an effective CRM program
- Exhibit good knowledge of CRM strategies and marketing tools

WHAT YOU WILL LEARN

- Importance of CRM
- Importance of customers
- Customer Acquisition
- Customer expectations and perceptions
- Customer Satisfaction and Retention
- Relationship Marketing
- Key Account Management
- Relationship Scorecard
- Customer's Lifetime Value and Customer Loyalty
- CRM Implementation
- Brand differentiation and positioning through CRM
- Right Message-Right Customer

PROGRAM SCHEDULE

April 17, 20, 23, 26, 29, 2021
1:30 PM to 5:30 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

Post-Graduate Stackable Certificate:
Marketing Management = 1 Unit

YOUR PROGRAM FACULTY



Dr. Sandeep Puri, PhD
Professor, Marketing
Asian Institute of Management

To find out how you can participate,
contact us at SEELL@aim.edu or
visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at
<https://go.aim.edu/seellprogramcalendar>





KEY BENEFITS

- Understand the key elements of implementation of customer centric CRM strategy.
- Importance of CRM, CRM as a Business Strategy, Reasons for failure of CRM
- Why Customers matter? Customer Development Process, Customer Pyramids, Customer Alchemy
- Understand the importance of acquiring customers and retaining them for a lifetime.
- Understanding customer expectations and perceptions to deliver superior value to the customers
- Understand the importance of customer satisfaction and retention to increase sales revenue and profitability
- Understanding relationships, importance of relationship marketing and transformation of relationships
- Calculating the Customer's Lifetime Value
- Importance of customer loyalty, development of customer loyalty and wheel of customer loyalty
- Understand Sales force Automation
- Implementation of CRM solutions
- Building brand through superior customer service, word-of mouth marketing, brand differentiation and positioning through CRM
- Understanding Your Personality, Understanding the Personality of customers, Build Relations by matching the personality

WHO SHOULD ATTEND

The program is intended for Sales and Marketing professionals, managers in financial services, FMCG, hospitality, retailing, telecommunications, pharmaceuticals, real estate, and IT services, and CEOs of small and medium enterprises.



FOR INQUIRIES:

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Your Program Faculty



Dr. Sandeep Puri, PhD
Professor, Marketing
Asian Institute of Management

Dr. Sandeep Puri, PhD is an Associate Professor of Marketing at the Asian Institute of Management, Philippines. With around 26 years of work experience in Industry and teaching, he specializes in Sales and Marketing. He worked with Novartis and Trident before starting his academic career. He has significant publications, including two publications in Harvard Business Review. He has more than 75 case study publications with Ivey Publishing, IMD, Lausanne, and WDI Publishing (University of Michigan). His book on Sales and Distribution Management co-authored with Still, Cundiff and Govoni (published with Pearson). He has also co-authored textbook on Global Marketing Management with Keegan (8th edition, published with Pearson). In addition, he has also edited 10 books.

He is a visiting faculty at many prestigious business schools like S P Jain-Singapore, Fachhochschule Vorarlberg-Austria, Varna University of Management-Bulgaria, IMT-Dubai, IMT-Nagpur, Thapar University, IFIM- Bangalore and Great Lakes- India. He has conducted many FDPs on case writing and publishing. He has also done MDPs on CRM and sales management for organizations like Apollo Tyres, Dominos, Reckitt Benckiser and Times of India.

