

## MKG-122 - CRM in Telecommunications

### Description

A 5-day training course to equip participants with the important concepts, tools and techniques of Customer Relationship Management (CRM).

### Objectives

- Understand what is Customer Relationship Management (CRM)
- Understand why CRM is essential for attracting, retaining and growing loyal customers
- Determine the uses and objectives of a CRM system
- Use CRM tools and concepts to understand, segment and manage customers
- Use CRM to improve marketing, sales and customer service
- Recognize best practices in implementing and measuring a CRM strategy
- Understand and practice key skills for dealing with customers

### Topics

#### What is Customer Relationship Management (CRM)?

- Definition
- Focus on relationships
- How does CRM impact the organization?
- Reasons to take the CRM route
- Five views of CRM

#### Identify your customers

- Identifying your customer
- Internal customers
- External customers

- Why do we need customers?
- Customer expectations
- Integrating the customer
- Generating a customer-focused solution

## **Segmentation of your customers**

- Build groups with similar attributes
- Customers vs. objectives
- Define action plan
- Campaign management

## **Managing your customers**

- Why manage customers?
- The Pareto principle
- Customer value
- Hierarchy of service
- Information vs. knowledge
- Customer and culture

## **CRM in marketing**

- Traditional marketing vs. relational marketing
- Relationship and one-to-one marketing
- Customer lifecycle
- Build a loyalty
- Revenue stimulation
- Customer retention

## **CRM and customer service**

- Call center and customer care
- Customer satisfaction measurement
- Customer service training

## **CRM and sales**

- Activity, contact and lead management
- Business training for sales

## **CRM as a business process**

## **Implementing CRM**

- Recommendations
- Data quality
- Data integration

- Differentiated execution across touch points
- Critical success factors
- Best practices

## **Measuring CRM**

- Characteristics of excellent CRM
- Measuring customer service
- Measuring sales service
- Measuring marketing initiatives
- Problems in CRM
- Process analysis in CRM

## **Standards and continuous improvement in CRM**

- Standards
- Continuous improvement in CRM

## **CRM, communication and people**

- Communication as a CRM activity
- People and CRM

## **CRM**

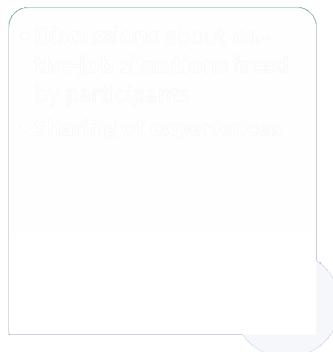
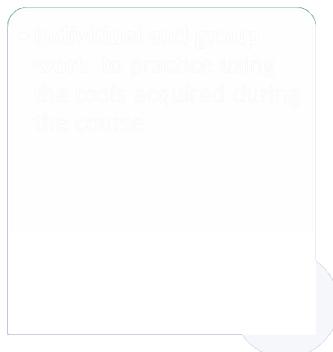
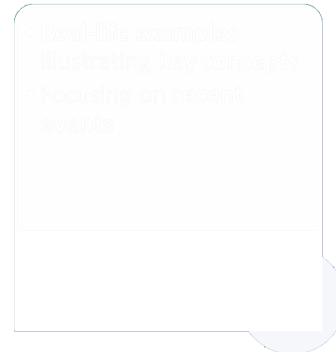
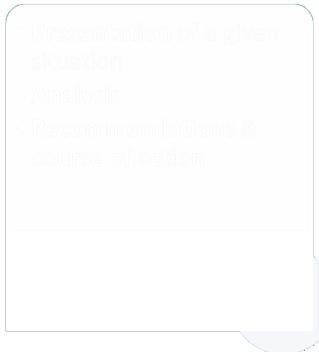
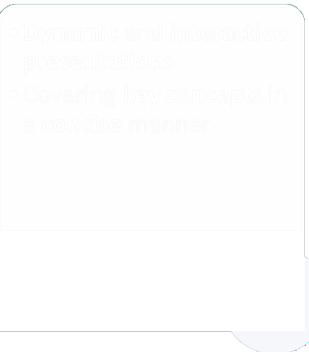
- Best practices
- Looking toward the future
- Social CRM

## **Target Audience**

- Telecommunications managers and other managerial staff working in call centers, customer service, marketing or sales or looking to complement their skill-set by gaining a good understanding of customer relationship management and how it can be used to provide more customer focus to their activities.

## **Methodology**

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



## Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for the complete Yearly Training Calendar.



Neotelis can also deliver in-house sessions of this course specifically for your organization. Please contact us at [training@neotelis.com](mailto:training@neotelis.com) for more information and a Proposal.

## About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.

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