



## 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**

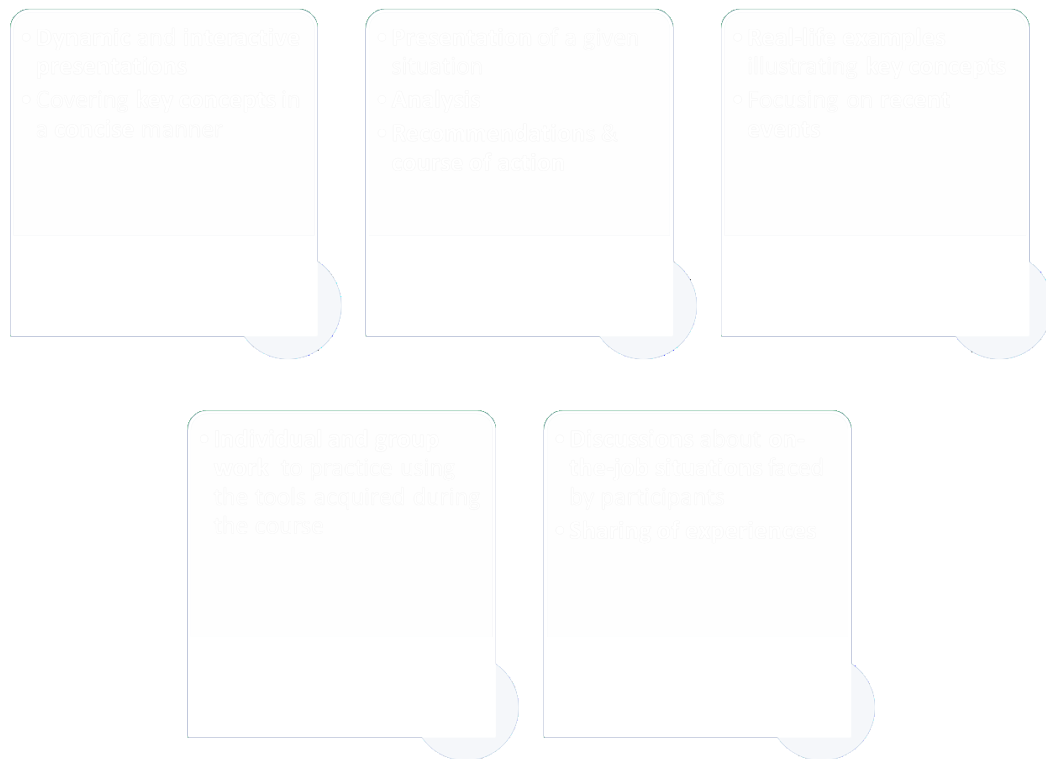
- Best practices
- Looking toward the future
- Social CRM

## **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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