MKG-122 - Gestion de la relation client en télécommunications

Description

***NOTE :** la description de cette formation n'est présentement disponible qu'en anglais. Nous pouvons toutefois offrir la formation en français sur demande.

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

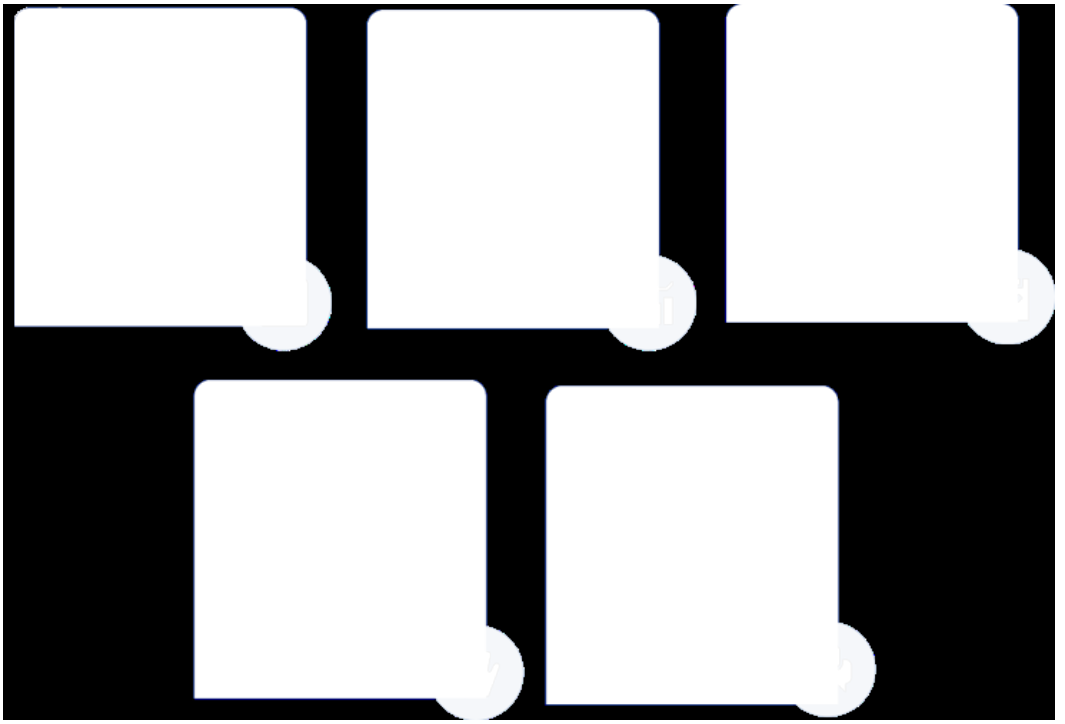
- Best practices
- Looking toward the future
- Social CRM

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.

Méthodologie

Une combinaison d'activités pratiques et de présentations interactives pour favoriser et optimiser l'apprentissage :



Lieu

Certaines formations de Neotelis sont organisées dans différentes villes à travers le monde. Veuillez nous contacter à training@neotelis.com pour obtenir le Calendrier annuel de formation.



Neotelis peut également livrer des sessions de formation en intra-entreprise, spécialement pour votre organisation. Veuillez nous contacter à training@neotelis.com pour de plus amples informations et pour obtenir une Proposition.

À propos de Neotelis

Neotelis fournit des services de formation, de conseil ainsi que des conférences et des publications à l'industrie mondiale des télécommunications. Son équipe d'experts seniors a formé des milliers de dirigeants et gestionnaires travaillant pour des opérateurs, des régulateurs et des gouvernements dans plus de 120 pays à travers le monde.

4802 rue de Verdun, Bureau #1, Montreal, QC, H4G 1N1 Canada
Tel: +1 514 281 1211 Fax: +1 514 281 2005
info@neotelis.com