

## ***Customer Relationship Management***

*To discover the principles of the integrated management of the customer relation within the company*

### **Concerns:**

In the actual economic context marked by exacerbated competition and search for better profitability, knowledge to target, attract and preserve the good customers is an essential factor of success. However, to build and develop relations with its customers is a challenge, particularly when company has thousands (or million) customers who communicate with this one in multiple manners. To achieve a satisfactory result, the management systems of the client relationships will allow companies to better include/understand their customers in order to adapt and personalize their products or their services.

The relation customer/company must be prolonged in time and exceed the moment of the purchase/sale. The company wants to be perceived like a coherent entity beyond the products and services which she offers and to find in its customer a clearly identified person rather than an anonymous one. CRM must be integrated in the strategy of the company which aims at optimizing the profitability of the organization and the satisfaction of the customer, while being focused on specific segments of customers, by supporting the behaviors suitable to answer the wishes of the customer and by applying processes centered on the customer. CRM answers effectively two essential goals of the company's strategy: to increase the benefit and to increase the satisfaction of the customer.

### **Objectives :**

Provide both the basic concepts and the recent evolution of CRM at the enterprise level.

1. Analyze the key strategies which are at stake.
2. Present several CRM implementation strategies
3. Describe the various CRM tools and methodologies and how they take advantages of other e-business enterprise applications
4. describe a series of real examples

A special emphasis will be put on the managerial and strategic aspects. However a technical introduction will be given for the benefit of the non-IT participants. .

### **Who can take advantage from this training seminar ?**

- Managers and other team leaders of all company sizes.
- Sales and marketing managers
- IT management

### **Content**

- CRM and e-CRM definition
- Strategic goals
- Relationship marketing
- CRM applications and elements
- Pricing aspects
- IT technologies for CRM
- CRM and IT relationship
- CRM process
- Key actions
- CRM project implementation
- Return on investment
- CRM metrics
- Pitfalls

- The human factor
- CRM software's
- CRM audit
- Cases studies

**Number of participants :**

- To maximize interactivity the number of participants will be minimum 3 and maximum 10
- The course material will be distributed at the beginning of the course

**Lecturer : André Lemaylleux**

- Civil Engineer in electronics (University of Louvain)
- Professor at the following institutions Boston University Brussels, United Business Institutes (MBA), Université Libre Internationale Brussels, FORUM Event /ESAP
- Previously manager of education development at IBM Europe

[Online registration](#)

**Corporate training for minimum two participants**

**Contact us: [forum@esap.be](mailto:forum@esap.be) - tel :02/771.43.13**

**In-company training : Practical information**

**Duration :** one day

**Content :** the standard contents of the formation can be adapted “custom-tailored” taking into account your situation and as your expectation. In this case, a preliminary contact with the trainer will be organize to finalize the contents.

**Number of participants:** starting from 2 participants without ideally exceeding 10 participants to guarantee the interactivity.

**Price :** group from 2 to 5 participants : 1700 €(+21% VAT)

group from 6 to 10 participants : 1900 €(+21% VAT)

Possibility of subsidies (up to 50%) in the Region of Brussels and in Flanders

**Complementary option:** follow-up and/or coaching personalized according to the needs for the company.

**Contact :** Marita Guilmot-Lennertz - [forum@esap.be](mailto:forum@esap.be) - Tel 02/771.43.13

**Cancellation :** any registration can be cancelled at the latest five working days before the seminar, only by fax (02/771.31.70) or by mail ([forum@esap.be](mailto:forum@esap.be)), with a refund of 80% of registration fee. After this delay, no reimbursement will be done. Any registered participant has the possibility to be replaced but in this case please indicate it clearly when arriving