

# Certification in Customer Relationship Management (CRM)



## COURSE DESCRIPTION

With the onset of building a relationship with the customer, it is very important to record the information in a manner it is readily available. This customer relationship management (CRM) certification training course equips you to understand and apply the aspects of CRM and manage the relationship well.

The business demands critical follow up and customers definitely appreciate an individual going the extra mile to serve them. This training ensures greater insight to empower the participants in learning the different mechanisms of CRM and has a high level of customer satisfaction.

## LEARNING OBJECTIVES

The customer relationship management (CRM) certification training trains you to understand the importance and application of the CRM system. It helps in noting the details and responding to the customer using a fact-based method.

It allows for saving all the information in one place and creates a follow-through in a professional manner. The business information no longer is based on an individual and is available to the organization and can be used by the required individuals.

Upon completing this Customer Relationship Management (CRM) Certification Training Course successfully, participants will be able to:

- Recognize why Customer Relationship Management (CRM) system is essential
- Know the best practices of CRM implementation
- Explain the value generated by using the customer relationship management tool
- Support teams and individuals to strategize and set key milestones for using the CRM
- Determine the benefits of using a CRM system
- Application of the CRM system
- Support the customer by using the CRM
- Apply the learnings to enhance customer service, sales and marketing
- Document the interactions with the customer to follow through

DURATION: **2 DAYS**

ACCREDITATION: **HSEQ  
PROFESSIONALS**

DELIVERY: **FACE TO FACE /  
VILT**

LANGUAGE: **English**

