

Course Description

Winning with World Class Customer Management AMS238



Overview

It is no secret that progressive companies must stay ahead of their competitors by providing the very best in sustained customer management. This encompasses more than just adding new CRM technology. Companies need to become consistent and proactive about identifying their customers' expectations of them, analyzing how well they stack up against those goals, and on delivering and meeting the customer's objectives with world class customer management practices.

This course is designed to provide a road map to guide participants in the development and deployment of sustained world class customer management practices across all functional groups. At the conclusion of the course, each participant will understand that CRM is a continuous journey and not just an event. They will also have developed a template for improving world class customer management within their respective areas of responsibility.

Learning Objectives

- Embrace and prioritize senior management's vision, strategic intent and goals for refining and maintaining world class customer management performance
- Adopt a world class customer management culture to improve the bottom line and create a powerful competitive advantage
- Discuss and analyze current and future customer expectations of vendors in the market
- Define best practices in customer management
- Integrate culture, core values and beliefs into new world class customer management directions
- Use customer data to help define the priorities and the tactical plans
- Discuss the strengths and gaps in your organization's current customer management performance practices
- Develop tactical plans for the deployment of the customer management strategy
- Define the leadership strategies to maintain a sustained world class customer management strategy
- Track, measure and communicate customer management performance
- Create new processes for developing high performing customer management teams
- Develop a road map for deploying world class customer management initiatives
- Energize and mobilize the organization across all functional groups
- Plan and manage the impact of change on individuals and functional teams
- Be an effective change agent when new organizational priorities are deployed

Format

This course is highly interactive and adaptive to participant's interests and needs. A discussion approach is used and is accompanied by individual and team exercises. The coverage is practical but intense and designed to impart usable skills for each participant.

Delivery Options **Duration**

Two days / On-line 12 hours

Who Should Attend

Mid and senior level management personnel would benefit by taking this course.