

ENHANCING CUSTOMER LOYALTY THROUGH CRM STRATEGIES

“Strengthen Customer Relationships and Drive Retention through Strategic CRM Implementation”

Schedule

Date	Venue	Fees (Face-to-Face)
03 - 07 Aug 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today’s competitive marketplace, customer loyalty is not just a benefit—it’s a necessity. Businesses must proactively manage customer relationships to maximize lifetime value and minimize churn. This training provides participants with a comprehensive understanding of how to implement and optimize Customer Relationship Management (CRM) systems and strategies.

From segmentation and lifecycle management to CRM analytics and customer engagement, this course equips participants with the insights and tools to deliver personalized experiences that foster loyalty, advocacy, and sustained profitability.

Objectives

By the end of this course, participants will be able to:

- Develop CRM strategies that align with customer lifecycle stages
- Analyze customer behavior and segment audiences for targeted engagement
- Leverage CRM tools to personalize communication and service delivery
- Design loyalty programs that drive retention and repeat business
- Measure the success of CRM initiatives and refine tactics accordingly

Why Attend

- Learn how to turn CRM from a system into a competitive advantage
- Discover techniques to personalize customer experiences
- Understand how to use CRM data to predict and influence behavior
- Gain practical tools to develop loyalty programs and retention strategies
- Explore CRM best practices from various industries

Target Audience

This program is designed for:

- CRM managers and executives
- Marketing and customer service professionals
- Loyalty program designers
- Sales managers and account executives
- Business analysts and data-driven marketers

Individual Benefits

Key competencies that will be developed include:

- Strategic customer segmentation and profiling
- Lifecycle marketing and engagement planning
- CRM analytics and reporting
- Loyalty program planning and ROI tracking
- Cross-functional alignment for customer success

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased customer retention and satisfaction
- Enhanced use of CRM systems and data
- Improved ROI from marketing and loyalty initiatives
- Stronger integration between departments for CX excellence
- Deeper customer insights driving business growth

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Core concepts of CRM, customer lifecycle, and loyalty strategy
- Case Studies - Examples of CRM implementation in various industries
- Workshops - Hands-on sessions on segmentation, engagement plans, and CRM data analysis
- Peer Exchange - Group discussions to share challenges and best practices
- Tools - Templates for CRM strategy mapping, customer lifecycle design, and loyalty metrics

MAWA EVENTS

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Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of CRM and Customer Loyalty

- Module 1: Introduction to CRM (07:30 – 09:30)
 - Evolution and importance of CRM in business strategy
 - Key components of effective CRM systems
 - CRM's role in enhancing loyalty and retention
- Module 2: Understanding Customer Loyalty (09:45 – 11:15)
 - Emotional vs. behavioral loyalty
 - Loyalty drivers in different industries
 - The economics of loyal customers
- Module 3: Workshop – Loyalty Health Check (11:30 – 01:00)
 - Assessing current customer loyalty levels
 - Identifying root causes of churn
- Module 4: Peer Exchange (02:00 – 03:30)
 - Group sharing on CRM challenges and opportunities

Day 2: Customer Segmentation and Lifecycle Engagement

- Module 1: Segmentation Strategies (07:30 – 09:30)
 - Demographic, behavioral, and psychographic segmentation
 - RFM (Recency, Frequency, Monetary) model application
 - Defining high-value customer segments
- Module 2: Customer Lifecycle Management (09:45 – 11:15)
 - Mapping the customer journey across lifecycle stages
 - Tailoring messaging for acquisition, onboarding, retention, and reactivation
 - Lifecycle marketing automation tools
- Module 3: Workshop – Lifecycle Mapping (11:30 – 01:00)
 - Create a lifecycle map for your customer base
 - Identify gaps and missed engagement opportunities
- Module 4: Case Study – Loyalty Lifecycle Design (02:00 – 03:30)
 - Analyze a company's loyalty evolution strategy

Day 3: CRM Systems and Data Analytics

- Module 1: CRM Technologies Overview (07:30 – 09:30)
 - Types of CRM systems (operational, analytical, collaborative)
 - Integrating CRM with marketing and customer service tools
 - Choosing the right platform for your business
- Module 2: CRM Data and Analytics (09:45 – 11:15)
 - Gathering and organizing customer data
 - Predictive modeling for loyalty and churn
 - Key reports and metrics for CRM performance
- Module 3: Workshop – CRM Dashboard Design (11:30 – 01:00)
 - Build a dashboard with loyalty indicators and KPIs
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Identify actionable insights from CRM data

- Module 4: Peer Exchange (02:00 – 03:30)
- Discussion on CRM tools and integration successes

Day 4: Designing Loyalty Programs

- Module 1: Loyalty Program Types & Trends (07:30 – 09:30)
 - Points-based, tiered, and value-added programs
 - Trends in experiential and emotional loyalty
 - Loyalty in B2B vs. B2C environments
- Module 2: Strategic Loyalty Design (09:45 – 11:15)
 - Aligning loyalty goals with business outcomes
 - Reward mechanics and customer motivations
 - Avoiding common loyalty program pitfalls
- Module 3: Workshop – Loyalty Program Planning (11:30 – 01:00)
 - Design a loyalty program structure
 - Define rewards, rules, and communications
- Module 4: Case Study – Successful Loyalty Models (02:00 – 03:30)
 - Analyze a top-performing loyalty program in detail

Day 5: Driving Engagement and Sustaining CRM Initiatives

- Module 1: Personalization and Campaign Strategy (07:30 – 09:30)
 - Personalizing outreach based on customer behavior
 - Omnichannel loyalty engagement strategies
 - Retargeting and reactivation tactics
- Module 2: CRM Success Measurement (09:45 – 11:15)
 - Setting up success metrics and tracking
 - Interpreting CRM results and making improvements
 - CRM ROI calculation and attribution
- Module 3: Workshop – CRM Roadmap Development (11:30 – 01:00)
 - Develop a CRM action plan for your organization
 - Assign responsibilities and implementation phases
- Module 4: Final Review and Certification (02:00 – 03:30)
 - Key takeaways and closing Q&A
 - Group presentations and feedback
 - Certificate award ceremony

Certification

Participants will receive a Certificate of Completion in CRM Strategy & Customer Loyalty Management, certifying their proficiency in building customer-focused CRM strategies that enhance engagement, retention, and long-term value.

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