MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM - CRM SYSTEM

"Transform Data into Relationships and Relationships into Business Growth."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's data-driven and customer-centric business landscape, effective relationship management is a key competitive advantage. A Customer Relationship Management (CRM) System enables organizations to manage customer data, track interactions, and automate processes to improve customer satisfaction, retention, and profitability.

This course provides a comprehensive understanding of CRM concepts, strategies, and technologies. Participants will explore how to select, implement, and utilize CRM systems effectively to enhance sales productivity, strengthen marketing campaigns, and deliver superior customer service. The program combines both the technical and strategic aspects of CRM, ensuring participants can align technology with business goals for measurable results.

Objectives

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

- Understand the principles and importance of Customer Relationship Management.
- Identify different types and functionalities of CRM systems.
- Develop and implement CRM strategies aligned with business objectives.
- Manage customer data and use analytics for insights and segmentation.
- Automate sales, marketing, and service workflows through CRM tools.
- Measure CRM performance and ROI effectively.
- Drive collaboration between sales, marketing, and customer service teams using CRM.

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Why Attend

CRM systems are vital for organizations seeking to build long-term customer relationships and optimize business performance. This course helps participants gain practical knowledge on how to use CRM tools to improve customer engagement, streamline operations, and boost revenue. It is ideal for professionals aiming to modernize customer management processes through technology and strategy integration.

Target Audience

This course is suitable for:

- Sales, Marketing, and Customer Service Professionals
- CRM Administrators and Coordinators
- Business Development Managers
- IT and Systems Implementation Teams
- Project Managers handling CRM implementation
- Entrepreneurs and Small Business Owners
- Anyone involved in managing customer relationships and data

Individual Benefits

- Gain in-depth understanding of CRM systems and their business impact.
- Learn how to automate and streamline customer management tasks.
- Improve data handling, reporting, and customer segmentation skills.
- Enhance ability to plan and execute CRM-based marketing and sales strategies.
- Develop skills to evaluate and implement CRM software effectively.
- Increase employability through mastery of in-demand CRM tools and practices.

Organizational Benefits

- Improve customer satisfaction and retention through better data management.
- Enhance communication between sales, marketing, and service teams.
- Boost sales efficiency through automation and lead tracking.
- Strengthen marketing campaigns with accurate customer insights.
- Reduce operational costs through streamlined CRM workflows.
- Support strategic decision-making with real-time customer analytics.

Instructional Methodology

This interactive and hands-on course will include:

- Instructor-led presentations and demonstrations
- Real-world CRM implementation case studies
- Practical exercises using CRM software (Salesforce, HubSpot, Zoho, etc.)
- Group workshops and role-playing scenarios
- Interactive discussions and Q&A sessions
- Assignments focused on CRM strategy development

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Course Outline

Module 1: Introduction to CRM – Concept, Purpose, and Business Value

Module 2: Components and Types of CRM Systems (Operational, Analytical, Collaborative)

Module 3: Customer Data Management and Database Design

Module 4: CRM Strategy Development and Implementation Planning

Module 5: Sales Automation and Pipeline Management

Module 6: Marketing Automation and Campaign Tracking

Module 7: Service and Support Management in CRM

Module 8: CRM Analytics and Performance Measurement

Module 9: Integrating CRM with Other Business Systems (ERP, BI, etc.)

Module 10: Best Practices for Successful CRM Adoption and Change Management

Certification

Upon successful completion, participants will receive a Certificate in Customer Relationship Management System (CRM System), recognizing their proficiency in leveraging CRM tools and strategies to improve customer engagement, drive sales, and support business growth.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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