



Two Days Intensive Seminar

SBL Claimable Subject to HRDF Approval

Five Essential Steps to Successful Customer Relationship Management

23RD & 24TH FEBRUARY 2009
JW MARRIOTT HOTEL,
KUALA LUMPUR

OBJECTIVES

The workshop helps participants to see the important link between operational CRM and analytical CRM that will ensure the organisation becomes customer driven i.e. embodying the true substance of CRM. So come, learn and make your organisation the CRM leader of your industry.

OUTLINE

Putting in Place the Five Steps of CRM, which will include:

Stage 1: Enhancing the Value Offered to Customers

- Tools to enhance the value delivered
- Tools to determine which value dimensions to compete on
- Measuring value offered to customer
- Obtaining actionable value information that is useful to companies

Stage 2: Differentiating Customers for CRM

- Approaches that can be use to differentiate customers
- Managing the heterogeneity of consumers
- Obtaining actionable segments for business customers (The ABB Approach)

Stage 3: Setting Better Customer Goals

- Customer segment profitability analysis
- Customer performance appraisal
- Sensitivity analysis using customer lifetime values and customer modeling techniques

Stage 4: Aligning Organisation to CRM Goals

- Being holistic by addressing the following in an organisation:
 - Strategy of CRM
 - Structure of the CRM organisation

- Systems that support CRM
- Shared culture for CRM
- Style of managers
- Skill levels of staff with regards to CRM

Stage 5: Developing Organisational Linkages

- Deciding who should drive CRM in an organisation
- Staff selection issues for CRM implementation
- Motivational issues for employees
- Staff empowerment
- Identifying key metrics to be tracked
- Learning about Net Promoter Scores
- Customer driven key performance indicators
- Developing a customer experience scorecard

TARGET PARTICIPANTS

Strategic decision makers, managers and executives in the areas of sales and marketing, loyalty programmes, customer support, customer service, account management, operations, finance and human resource. It will also be useful for educators seeking to introduce CRM modules into their curriculum.

Specially brought to you by APD @ RM1450
This course was conducted oversea @ USD1000.

Conducted By Distinguished Speaker: DR. RAYMOND TEO

Dr. Raymond Teo is an author, thought-leader and practitioner of marketing-oriented customer insights. As a thought leader, he is regularly invited to speak at international conferences and conduct masterclasses in such fields.

He obtained his PhD with the University of Western Australia, Master of Business Administration degree from the University of Strathclyde and Bachelor degree from the National University of Singapore. In addition to his work in the area of customer intelligence and customer relationship management, he also lectures marketing at undergraduate and post-graduate levels for the London School of Economics, University of Manchester and the University of Western Australia.

Dr. Teo had authored books that include 'Maximising Profits: The Customer Centric Approach' and he is also a regular contributor of customer insights and customer relationship management articles to many public sources including the Straits Times.

His clients include Citibank, GfK Asia, Hewlett Packard, Great Eastern Life, Singapore Airlines, Johnson and Johnson, Lafarge Cement, Ministry of Manpower (Singapore), EMC, Singapore Technologies, South China Morning Post to name a few.

Organised By:

Official Magazine:



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REGISTRATION FORM

Ref: FEB09CRM

EARLY BIRDS: Registration and Payment by 3rd February 2009 – RM1450.00 per person

GROUP DISCOUNT: Two or More Persons from same organization – RM1500.00 per person

REGULAR FEE: RM1550.00 per person inclusive of lunch/tea-breaks/valuable seminar materials & CERTIFICATE (Crossed Cheque/Bank Draft payable to ASIA PACIFIC DILIGENCE SDN. BHD.)

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Cancellations & Transfers: If you are unable to attend, a substitute candidate(s) is welcome at no extra charge. Please provide the name and position of the substitute delegate at least 2 days prior to the seminar. A full refund less 25% administrative charge will be made for cancellation received in writing 2 weeks prior to seminar. A 50% refund will be given for cancellation received 1 week prior to the seminar. Regrettably, no refund can be made for cancellation 3 days before the seminar. If registration is confirmed, a 25% administrative charge will be incurred for non-attendance.

The organizer reserves the right to change speakers and/or modify the programme content without prior notice.