

GE313

MANAGING YOUR CUSTOMER RELATIONSHIPS

Understanding Client Relationship Management (CRM) Systems

Objectives

To provide the knowledge and skills required to identify the principal functions of Client Relationship Management systems, as well as the potential risks and benefits associated with the deployment of a CRM system in your organization.

Targeted audience

All management positions.

Prerequisite

None.

Content

- Definition of Client Relationship Management (CRM) systems: origins, evolution, current trends, overview of key functions
- How a CRM system benefits companies
- The impact of a CRM system on the organization of the sales, marketing and customer service departments
- Planning CRM deployment: impact on the team and the organization
- Planning and carrying out the selection process for an CRM system according to identified needs
- Overview and comparison of the main commercial and open source packages available
- Estimating costs and negotiating contracts for the software and the deployment project
- Government aid available for CRM deployment projects
- Planning and carrying out the corporate implementation and deployment of CRM systems

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DURATION
1 DAY

REGULAR FEE
510 \$

PREFERENTIAL
FEE
460 \$

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Montreal

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