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Xanthal Workshop

Creating Platforms for Business Improvement

Customer Relationship Management Fundamentals (for Senior non-IT Managers)

Workshop Facts

Title	CRM Fundamentals for non-IT Senior Managers
Duration	1 Day
Cost	€495
Who Should Attend	Senior Managers, CEO's, CFO's, Sales and Marketing Directors, Business Decision Makers, Service Directors and other executives with responsibility for developing and implementing organisational change
Overview	Customer Relationship Management (CRM) is one of the most important business issues today. CRM means different things to different people. Is CRM a piece of software, is it a philosophy, is it an implementation headache or is it just a waste of time and money? Whatever view you may have, technology companies have been touting CRM as a business saviour. CRM is more about management practice and business strategies than software applications. The challenge for organisations is to cut through the often convoluted messages and end up with a usable solution with a real and measurable Return on Investment. This workshop will help the participants to understand why CRM is so important, the fundamentals of effective CRM and some of the features of the main CRM applications.
Workshop Style	Intensive, interactive workshops combining lectures, hands-on exercises, case studies and group discussions.
Key Deliverables	Handouts and practical exercises reinforcing all of the major learning points, references to online and offline information resources, templates and checklists, CD containing all presentations and associated tools and resources.

Workshop Objectives

After attending this workshop, the participant should be able to:

- Understand the fundamentals of CRM
- Understand how CRM can be applied to your business.
- Assess your CRM strategy and areas of weakness.
- Carry out a CRM Audit.
- Understand the process of introducing CRM.
- Recognise how CRM could be applied within a department or to a business process of your organisation to improve profitability.
- Define a clear CRM strategy for your company, making it easier to get internal acceptance.
- Visualise how CRM can apply to your specific business, regardless of its size and nature.
- Be in a position to write a detailed report, outlining your proposed initiatives and recommendations to jumpstart CRM success for your company.
- Assess your current business processes and ability to develop and implement a CRM initiative
- Understand where your revenues and profits come from today, and how CRM can drive this strategy in the future is a critical first step to your CRM project.
- Differentiate between the tangible and intangible benefits of implementing CRM in your organisation
- Start to identify the functions required of a CRM software application.