

CUSTOMER RELATIONSHIP MANAGEMENT -

Creating Competitive Advantage Through Win-Win Relationship Strategies

Introduction

During the past 20 years, the customer-oriented or customer-driven organisation has been widely discussed in marketing circles. Companies have generally striven to take customer needs into account as far as possible in their operations. This perspective received special attention in the 1980s in the marketing of services. In the 1990s, customer satisfaction was emphasised. Today's business survive global competition by focusing on establishing relationships with their customers. This programmes on customer relationship management is specially addressed to business managers and senior executives.

CRM is not about hardware and software: it is the HEARTWARE – the way we organise ourselves to work together with the customer to build a longlasting, mutually rewarding relationship. This 2 days programme will offer insights, steps and tips on how to strategise your direct relationship with your customers. There are plenty of pragmatic examples you can use immediately to energise your CRM initiatives. This programme will explain the intention, process, creativity and dedication needed to win customers' hearts and patronage. You learn how to bridge the high-tech disconnections with "high touch" CRM strategies that work.

The aim of customer relationship management (CRM) is to build relationship strategies that refine relationships, and in this way increase their value. Much research has gone into studying ideas in marketing and how these ideas are being applied in practice. This 2 days programme will provide a wide range of practical examples taken from top companies in US and Europe. This programme is a MUST for customer builders.



Dr. Allen Teh is the founder and Chief Executive Officer For the Centre for Customer Care (CCC) Malaysia. He has conducted extensive worldwide research on customer service as well as on customer behaviour related to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance.

Dr. Allen Teh has more than 28 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant. Human Resource Consultant. Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction, insurance, oil-palm plantations and biotechnology.

As a trainer and consultant, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tour agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centres.

Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone and anyone to join his crusade.

Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from the University of Dubuque, Iowa, USA

When you take care of your customers, they will care of your business!

Centre for Customer Care (CCC) Malaysia

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Master Consultant for:



Day 1

Are You Managing Your Customers or Are They Managing You?

- o From Marketing to CRM
- o **3 Cornerstones of CRM**
 - *The Customer Value Creation Process*
 - *The Product as a Process*
 - *The Provider's Responsibilities*

Higher Relationship Value: A Measure of CRM Success

- o Relationship Profitability
- o Relationship Longevity
- o Competence Value
- o Reference Value
- o Potential Value

The Dimensions of CRM

Exchanging Resources in Customer Relationships

- o Increasing Customer Share
- o A Share of the Customer's Heart
 - *The Role of Emotions*
 - *The Significance of Emotions to Relationship Value*
- o A Share of the Customer's Mind
 - *The Role of Knowledge*
 - *The Significance of Knowledge to Relationship Value*
- o A Share of the Customer's Wallet
 - *The Role of Acts*
 - *The Significance of Acts for Relationship Value*

o **Assessment of CRM in Your Organisation**

Relationship Structure: From the BIG Picture to the Nitty Gritty

- o Relationship Structure
 - *The Benefits of Identifying Relationship Structure*
- o Keep the BIG Picture in Mind
 - *Different Customer Bases Require Different Relationship Strategies*
 - *Unprofitable Does Not Necessarily Mean Valueless*
 - *Locating Value Potential in the Customer Base*
 - *Simulating Value Potential*
- o It Takes 2 to Tango
 - *Developing Relationship Profitability*
 - *Increasing Relationship Revenue*
 - *Cutting Relationship Costs*
- o Enhancing Encounters: Finetuning Details
 - *A Mutual Script*
 - *Characteristics of Customer Encounters*
 - *The Customers: A Part of the Organisation*
- o **Assessment of Customer Relationship Thinking in your Organisation**

Day 2

Establishing, Enhancing and Ending Relationships

- o Establishing Relationships
 - *Talking to those who listen*
 - *Tools for generating customer relationships*
 - *Evaluating the value of new relationships*
- o Enhancing Customer Relationships
 - *Moving from customer satisfaction to relationship strength*
 - *Satisfaction on different relationship levels*
 - *From customer satisfaction to customer perceived value*
 - *Relationship bonds and longevity*
- o Ending Relationships
 - *Can a successful relationship be saved?*
 - *Optimal customer base turnover*
 - *Early warning signals*
 - *Beautiful exit*
 - *Profiles of lost relationships*
 - *The value of lost relationships*

Relationship Management

- *Establishment Phase Management*
- *Enhancement Phase Management*
- *End Phase Management*

Creating Competitive Advantage with Relationship Strategies

- o Who Should Adjust, The Provider or Customer?
- o Relationship Strategies
- o The Clasp Strategy
- o The Zipper Strategy
- o Using Relationship Strategies to Create Relationship Value

The Innovative CRM Organisation

- o The Barriers to CRM
 - *The Transaction Approach*
 - *Sales and Purchasing Department*
 - *The Reality of Decentralisation and Corporization*
- o The Relationship-Driven Organisation
 - *Relationship "Ownership"*
 - *Organising around the Customer*
 - *Increasing Portfolio Value*
- o Relationship Memory: Information Management
 - *The Organisational Memory: Customer Information Management*
 - *Open-Book Management*
- o Relationship Should be Energised
 - *Creating Energising Visions*
 - *Management by Values*
 - *Continuous Learning*
 - *Relationships with Edge*

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